



# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. I.

NEW YORK, JULY 1, 1889.

No. 24.

☛ If you didn't read this last time better do so now,  
as it may not appear again.

## This Interests YOU!

The subject of newspaper circulations was touched upon by George P. Rowell, the widely-known advertising agent, in his address at the banquet tendered the American Newspaper Publishers' Association at the Hoffman House, Feb. 14. Mr. Rowell said:

No other article is so frequently bought and sold as the daily newspaper. \* \* \* Take the newspapers of Philadelphia. There is one newspaper there, and I don't suppose that it would occur to you as first, second or third in importance, that yesterday showed me apparently indisputable proofs of having an average daily circulation of 154,000. There are two newspapers in Boston having each an average daily circulation of over 125,000. There is one paper in this city which this week has given proofs that I am forced to accept of having a circulation for its Sunday edition of over 260,000 copies. The great wonder is, not how so many papers are sold, but how so many of them can be got out.

"What New York paper did you refer to in the above remarks?" Mr. Rowell was asked by a WORLD reporter the next day.

"I meant the SUNDAY WORLD," he replied.



### GUARANTEES

That the bona-fide average circulation of the SUNDAY WORLD for 1888 was 260,326 copies, and that this was over TWO AND A HALF TIMES the circulation of the New York Sunday Herald, more than DOUBLE that of the New York Sunday Sun, and more than 50,000 in excess of the New York Sunday Herald, Tribune and Times combined:—

And to refund all moneys paid for advertising if, upon proper test, the above statement is not verified.

# 10,709,520.

This was the number of copies of THE WORLD printed during the month of March as certified to by three leading bankers (W. A. CAMP, O. D. BALDWIN and THOS. L. JAMES) who made the investigation at the request of prominent advertisers.

This is an average Daily Circulation of  
**345,468 Copies.**

## To Yearly Advertisers in State and County Newspapers.

Those who advertise by the year in a large number of newspapers aim at securing the largest amount of newspaper circulation at the lowest available price for each thousand copies printed.

If \$30 is as much as an advertiser is willing to offer as an equivalent for the insertion of a ten-inch electrotypes or fifty-two changeable reading notices, to appear for an entire year in a county newspaper having two thousand subscribers; then one having but five hundred subscribers would be worth no more than \$6. If a paper printing three thousand copies weekly can be induced to do the advertising for \$25, that paper will (other things being equal) be the best bargain of the three.

A ten-inch advertisement occupies the space of one hundred and forty square lines, and at one cent a line for a thousand issues, its price for fifty-two weeks in a paper printing an average of two thousand copies, will be \$151.60. Consequently it will appear that \$30 is but little more than one-eighth of a cent a line for one thousand issues.

Yearly advertisements are commonly accepted, even by papers of established circulation and influence, at prices which exhibit a very great deviation from schedule rates: the publisher's reasoning being based upon the fact that his columns at the time contain less than a proper proportion of advertising, thereby compelling him to put more reading matter in type than his readers have a right to expect. The proposed advertisement, to stand from week to week, or printed from electrotypes furnished by the advertiser, saves the expense of type setting, and a consideration for this saving may be added as a make-weight to the moderate cash compensation offered.

The price at which a newspaper will accept an advertisement may be influenced by many circumstances, among which may be enumerated: the character of the advertisement; the looks of it when printed in the paper, the position demanded for it; and the certainty with which the publisher may count upon receiving the stipulated price when it becomes due. This variation of price, according to circumstances, is particularly to be observed in dealing with papers issued in county towns and in cities of less than one hundred thousand population. It will be prudent, therefore, for the advertiser to ascertain what are the conditions most favorable to securing the advertising space he requires at the lowest price, and to avail himself of those conditions.

Newspaper publishers are naturally inclined to deal on the most favorable terms with those with whom they have had previous satisfactory transactions; consequently an Advertising Bureau with a long established connection, will secure a larger number of acceptances from a better class of papers, for a yearly contract for advertising offered at a price which is really low, than would be possible with another agency having a credit less firmly established, or with whose methods of business publishers are less familiar, or less favorably impressed.

When an advertisement is offered to a publisher at a price which he thinks not as much as he ought to receive, the chances of having the order accepted are much influenced by the probability or improbability that the advertiser must use his paper: consequently it is never wise for an advertiser to take any steps which shall lead the publisher to have expectations of receiving the order. It always costs more to secure the insertion of an advertisement which has been a good deal talked about, than it does to place another of same space and conditions, about which nothing has previously been heard by the publishers of the papers to be used. A consideration of the facts which have been set forth above has pointed out to us that the only satisfactory way to transact the advertising business of a customer who will make his contracts by the year, is upon a plan which recognizes the conditions which are found to exist; as above set forth.

**ILLUSTRATION**—If A. B. wishes to advertise thoroughly in (for example) the State of Ohio, for the period of one year; he knows that the circulation of the county papers is almost exclusively within the State, while the great weeklies of Cincinnati, Cleveland and Toledo, as well as the religious and agricultural journals, have a considerable portion of their readers in other States. A. B. must, therefore, use only the county weeklies and the daily papers issued in the cities.

There are over nine hundred newspapers in the State of Ohio. Nearly one hundred are issued in Cincinnati. Cleveland has more than half as many, and in each of several places of smaller importance there are issued from two to twenty-five. Now A. B. is likely to be of the opinion that to cover the State thoroughly he need use no more than two or three papers in the largest places, while in others, even when of first-class importance, one, if good, will answer his purpose. The amount of money which he intends spending for advertising in Ohio he has fixed in his mind at (let us say) \$7,500. He believes that amount to be sufficient, as his advertisement occupies no more than five inches of space and is to have but four changes in the year.

If A. B. applied to us to place his advertising in the papers of Ohio, we should proceed upon the theory that each and every paper issued there can be of service to him if secured at a price which is low enough. We should, therefore, offer the advertisement to nearly all of them at a very low price. It is hardly possible to name a price for an advertisement so low that some publishers will not be found to accept it, and in a dull time it is surprising to what an extent even the best papers will sacrifice their schedule rates. The first offers will be so low that every acceptance will be a bargain. Those publishers who do not accept will write naming the price at which they will accept, and communications from those are considered in connection with the acceptances which have been received, and new proposals are then issued to only those papers which are needed to cover the territory as thoroughly as is thought advisable. No one must lose sight of the fact that, after all, the best bargains are likely to be the papers to which the highest prices are paid, but the method pursued prevents paying any paper more than its probable worth.

If A. B. is well acquainted with the comparative value of Ohio papers, there is no objection to showing him in advance the list of papers and the prices to be offered, and reducing the offer in any case, if he notes any which he considers of less value than the price named. If there is any paper which he has a reason for declining to use at any price it can be stricken from the list. Generally, however, an advertiser does not have a very clear idea of the value of a particular paper, and must, in fact, trust to the good faith of the agent to serve him honestly and with good judgment. When most of the advertising has been placed there will perhaps be some paper which A. B. for some special reason known to him, wishes to secure even at a price somewhat above its comparative worth, and in such a case he has an opportunity to express his desire when he examines a statement of what has been secured, and what still remains to be bargained for—but no advertiser uses all papers, there are too many of them. The advertiser who would make money must avail himself of the conditions which exist: in some places where he has secured two weeklies with an average issue of a thousand copies each for \$10 each, he must be content not to secure insertion in a third paper in the same place which insists upon being paid \$25 for a circulation of fifteen hundred copies.

When as many papers as are desired, or as can be procured without exceeding the limit of expenditure, have been contracted for, a statement of what has been done is furnished to A. B., and upon this statement his monthly, weekly, or quarterly payments are based. At the end of the year he is entitled to an accounting, and an allowance is credited for whatever is found to be proper to make good omissions, suspensions or other deficiencies at which, on a yearly order, there are likely to be some. It will readily be perceived that it is not our policy to occupy a position where we are obliged to contract with a newspaper if its rates or conditions do not appear to be favorable.

Our position on this point is so well known to publishers, and it secures for us such conspicuous advantages that we cannot consent to depart from it. The knowledge that this is the ground upon which we stand leads publishers who have varying rates (as nearly all have) to hesitate long before refusing an offer from our house, and to fully weigh and consider the liability that the order may not be returned; if rejected at the price offered. They all know that when the work is done the pay is certain and prompt. When placing an advertisement in a newspaper which never deviates, we demand and receive the full schedule rates for advertising. The publisher of such a paper protects us and assures a commission on our transactions, being thus protected we refrain from stepping in between the paper and an advertiser who deals with it direct. The number of such newspapers in the country hardly exceeds the number of fingers on one hand.

GEORGE P. ROWELL & CO., Newspaper Advertising Bureau, 18 Spruce St., N. Y.

## The American Newspaper Directory.

☞ We remember very well that when Geo. P. Rowell & Co., more than twenty years ago, issued the first number of their Newspaper Directory, some, if not all, of the leading advertising agencies of the country were outspoken in their adverse criticisms of such a plan of giving to the general public facts pertaining to the publication interests of the country, and many newspapers condemned, in not the choicest of language certainly, the publishing to the world of estimates of their circulation, etc. The Directory, however, evidently met a felt need, because for these twenty years it has been an annual addition to newspaper literature that has proved alike profitable to publisher and beneficial to newspaperdom. Early in its career it had imitators, and now there are few reliable agencies in the country but what issue an annual designed to meet the demands of advertisers and publishers whose use of these gazetteers has steadily increased as the field has broadened. But of all these new candidates for favor, not one has ever successfully competed with the Rowell Newspaper Directory as a full and complete encyclopædia of the periodicals of the country, and the issue for 1889, just distributed to its thousand of patrons, is even better in all essential details than any preceding number. The directory proper occupies 947 pages of the book, and added to this are 589 pages of newspaper advertising in which special particulars in regard to the advertising terms and advantages of the several publications are given. It is a complete hand-book of matter pertaining to the newspaper world of to-day, and as such is a monument to the pains-taking skill of the compilers and editors that any newspaper man, or one interested in advertising, will peruse with pleasure and profit. The book is furnished, prepaid, on receipt of \$5.00, by Messrs. Geo. P. Rowell & Co., 10 Spruce St., New York City.—*Arlington (Mass.) Advocate*, May 31, '89.

Rowell's "American Newspaper Directory" is a book which has long enjoyed the esteem of advertisers, and it is a book also which contains for the general student and reader a great deal of interesting and suggestive information. Issued yearly, it takes prompt and comprehensive notice of the growth and changes of the newspaper world in this country and Canada. The number for 1889 has just appeared. It is a volume containing upward of 1,500 pages, and if there is a newspaper or a periodical in the United States or in the Canadian Dominion which is not rated and described between its covers, it must be a newspaper or a periodical of great obscurity and evasiveness. We learn from the "Directory" that the year 1888 furnished no evidences that the dwellers upon this continent north of the Rio Grande have grown tired of newspaper reading. In that year the net increase of newspapers in the territory designated was 797, which is to say that the new papers established were more by that number than the failures and suspensions during the twelvemonth, and that there were absolutely 797 more newspapers published in the United States and Canada at the end of the year 1888 than there had been at the beginning. This is satisfactory if we believe the dictum that the newspapers of a country are the measure of its intelligence, and that, in making the estimate, numbers are the element most to be considered; but even in point of numbers the showing of 1888 loses in comparison, for the increase then was less by 93 than in the year previous. The whole number of periodical publications now issued in the United States and Canada is 17,107, of which 12,792 are weekly, 1,998 monthly, and 1,314 daily. The quarterly, always so respectable and once so popular and powerful, is not what it was. Only 127 quarterlies are now printed here and in the Dominion. The most unusual form of publication, however, is the bi-monthly, of which we and our Canadian brothers find use for only 37. Tri-weeklies are hardly more in demand, 44 being the number now supplied, and 63 bi-weeklies seem to respond amply to the public want. In number of publications New York leads all the States, putting forth 1,695, to 1,240 for Pennsylvania, 1,228 for Illinois, 994 for Ohio, 650 for Massachusetts, and 788 for the Dominion of Canada. Nevada affords 26 publications, the fewest of all the States, and Delaware 33. In Kansas, Iowa, Virginia, Maryland, Louisiana, Florida and Nevada there was no increase of publications in 1888. In each of the States of New York, Pennsylvania, Illinois, Ohio and Kansas more newspapers are printed than in all of British North America.—*N. Y. Sun*, June 8.



# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Vol. I.

NEW YORK, JULY 1, 1889.

No. 24.

ENTERED AT THE NEW YORK POST OFFICE AS SECOND-CLASS MAIL-MATTER.

## WHAT CUSTOM HAS ESTABLISHED.

QUESTIONS WHICH ARISE BETWEEN AGENTS  
AND ADVERTISERS AND AGENTS AND  
PUBLISHERS.

### A VIEW FROM THE AGENTS' STANDPOINT.

The agent, in sending an advertising order to a publisher, stipulates for the performance of all the requirements of the specifications, but the agent has no personal control of the newspaper office, and as the laws of contract are calculated to work him an injury, it becomes important that an understanding be had in advance of the usages which prevail.

The agent cannot guarantee that the publisher shall insert the advertising precisely as ordered; he finds that in practice he cannot be positively certain of any identical thing; but he does assume that the advertiser shall not be required to pay for advertising which is not done in substantial compliance with the conditions of his order.

In inaugurating his dealings with the advertising agent, an advertiser specifies every point upon which he considers that a conformity with his views will be essential to secure his greatest success.

Among the points which he will consider will be:

The space which the advertisement is to occupy.

The position the advertisement is to occupy in the paper.

The kind of type in which the advertisement is to be set.

The style in which the advertisement is to be displayed.

The days or dates upon which it is to appear.

In fixing the space which an advertisement occupies, if it is at all displayed, it is customary to measure from the centre of the dividing rule above to the centre of the rule below.

When the space occupied by an advertisement is specified in lines, the standard measure of the advertising type used by the paper under consideration is meant: nonpareil sets twelve lines and agate fourteen lines to the inch.

If the advertisement is small, and set without any display word, letter, picture, or leads, it is customary to fix the number of lines by actual count, instead of by measure.

In estimating the space to be charged for in the case of a reading-matter notice, that also is fixed by a count of the actual number of lines occupied. There are cases, however, where a different practice is distinctly set up, and sustained by common usage in the office of the paper in question.

To the agent, the advertiser makes known what he requires. The agent sets forth the same requirements to the publisher of the newspaper. To the advertiser the agent stands at times in the position of a principal; at other times his position is that of an assistant; and at still other times his position is that of a broker.

The agent stands in the position of a principal, inasmuch as he exacts from the advertiser payment for all the advertising done in a newspaper in accordance with the advertiser's specifications. The agent stands between the publisher and the advertiser. He has no personal control over the columns of the paper to be used, and does not assume any right to bind the publisher any further than he may consent to be bound. He states to the publisher all of the advertiser's requirements and personally guarantees the payment for the service.

If the advertiser never pays the agent, the agent must still pay the publisher, without delay or hesitation. If, however, the agent fails to pay the publisher the latter has not, on that account, any claim upon the advertiser for payment.

The agent is the assistant of the advertiser in this, that he works for his advantage, forwarding his advertising in the way and on the conditions the advertiser makes known.

The agent stands to the advertiser in the position of a broker, inasmuch as he does not generally undertake to contract with him that the advertising shall be done in the newspapers, but merely attempts to get it done *if he can* on the conditions and at the price named.

The agent assumes no obligation to insert an advertisement in a newspaper, the publisher of which refuses to insert on the ground that the character of the advertisement is objectionable. No contract on the part of an agent holds good for the insertion of an advertisement which the publisher of the paper in which it was intended to appear rejects on the ground that its character is unsuitable for his columns. The agent cannot undertake to limit the grounds upon which a publisher will object to the character of an advertisement.

The advertiser specifies what his advertisement is to be, setting forth details with as much minuteness and particularity as seems to him best. The agent when forwarding the advertisement to the publishers for insertion in the newspapers, reiterates all the specifications upon which the advertiser will insist, and it is for the publisher of the newspaper to accept upon the terms and conditions given or to decline. If the latter course is adopted, it is expected that he will accompany his refusal to insert as ordered, with a statement of what variations of terms he will insist upon as a condition of acceptance.

The advertiser designates the position his advertisement is to occupy. He may wish it to appear as an ordinary advertisement, taking its chances of classification, and appearing where it may happen to; or he may wish to pay a higher price for some favored page, place, position or heading, such as special notices, business notices, local items, first page, inside page, outside page, following reading matter, pure reading matter and so on. Whatever is required in this respect he plainly states.

When the publisher of a newspaper begins the insertion of certain advertising and fails to complete it, it is customary for the agent to charge the advertiser for the work actually performed a price which shall be pro rata

to the price which was to be paid for the whole work.

In no case does the agent assume or consent to bear any responsibility for error or omission beyond the cost of the advertisement. Consequential damages are never considered.

It is not found to be good policy in practice to attempt to exact damages from a publisher for the non-performance of a contract; it is generally found to be wiser to pay for what has been done, if, in accordance with the original stipulations, and avoid using that paper next time.

An omission of a legal advertisement which, from the nature of the case, would make the advertising already done of no value whatever, nullifies the order; and the publisher, in such cases, receives nothing. Neither is any charge made to the advertiser for the work actually done.

Omissions, or insertions which are faulty in any particular, do not vitiate an order unless persisted in to an unreasonable extent. It is customary to allow such omissions or faulty insertions to be made good by an equitable number of correct insertions. If the number of insertions to be made good is so great as to extend the order over so much time as to make the transaction inconvenient to the advertiser, or if for any reason the advertising will have ceased to be of value to the advertiser, he may in such case demand of the agent a cash reduction from his bill, at a pro rata price, and the agent will exact the same allowance from the publisher.

The agent is expected to exercise ordinary care to prevent the appearance of typographical errors, or errors in punctuation in advertisements; but he does not undertake to read and compare with copy every issue of every advertisement as it appears in each paper. The publisher of the newspaper is responsible for such errors, and if of importance they entitle the advertiser to consideration in the form of additional corrected insertions. Publishers are almost uniformly liberal about the adjustment of such claims, and wise advertisers refrain from demanding more than a just consideration for the loss entailed by the publisher's error.

Newspaper work is hastily done, and newspaper printing is not always good. When an advertisement is illegible and investigation shows this to be a fault of which the agent ought to take cog-

nizance, an additional insertion will be demanded unless the faulty impression is from an electrotype furnished by the advertiser, in which latter case the responsibility for the impression rests with him; but it is the duty of the agent to call his attention to the case, so that a better electrotype may be forwarded if thought best.

When a newspaper suspends publication during the time for which it has undertaken to insert an advertisement, the advertiser is charged such a portion of the contract price as the time the advertisement has actually been published bears to the whole time it was intended to be published. If the order was for a year and the paper dies after printing it seven months, then the advertiser is charged for 7-12, the price agreed upon for the full year.

Advertisements are sometimes omitted through oversight, misunderstanding or accident. They are sometimes taken out to make room for important news received at a late hour. The right to make good such omissions by additional insertions is implied by the absence of any stipulation to the contrary.

Displayed advertisements sometimes become reduced in space from the practice among printers of pulling out leads to make the column justify, for space of which the advertiser is thus defrauded, he is entitled to allowance or extra insertions.

The cost of making and forwarding electrotypes is always defrayed by the advertiser. It is not usual to return electrotypes, the cost of carriage often exceeding the value of new ones.

Any advertisement which has one or more lines set in a larger type than the body type used for the majority of the advertisements in the paper, or which has leads inserted at any place in the advertisement between the top and bottom lines, or which, to conform to copy, requires leads at top or bottom, is classed as a displayed advertisement.

Advertisements ordered for a week, a month, a quarter, or a year are understood to be intended for every issue; except in cases where a daily is issued seven days in the week, in which case the words "including Sunday" should be part of the order if insertion in all issues is expected.

Advertisements ordered to be inserted one day in the week, and actually appearing on some other day, are not counted as correct insertions;

the advertiser is entitled to such consideration for the failure to comply with his order, as in reason ought to make him fully satisfied.

When two papers consolidate, retaining the name of both, and the same advertisement is appearing in both, the advertiser gets the benefit of the combined circulation; but will be expected to pay for only one: the theory being that the new paper is *one*, and cannot be considered an equivalent for *two*; but in the event of there being a difference in the price to be paid for the service, it is admitted that the publisher of the combined papers is entitled to take his choice upon which of the two contracts he will make collection, thus making it certain that he will demand the highest price which either of the combined papers was to receive.

This would not hold good when one paper is absorbed by another, and the name of the absorbed paper is dropped. For instance, if the *Village Journal* is to receive \$20 for an advertisement and the *Village News* \$25, and the *Journal* buys the office of the *News* and suspends its publication, sending the *Journal* to the subscribers of the *News*, then the *Journal* has done nothing to get itself released from the contract to publish and cannot demand any more than the \$20 it originally contracted to do the work for.

When an advertisement appears in a large number of newspapers some issues fail to come to hand. If the allowance proper to be made in any single case is trifling, and there is good reason for supposing that an investigation would show that the insertion was really given, then the publisher is notified by the agent of the supposed omission and his good faith appealed to that he shall see to it that the wrong (if any) is righted. If a duplicate of the missing paper can be furnished that settles the question definitely. Additional insertions given at end of a contract, or on extra days (when an advertisement is not ordered in every issue) are not necessarily considered when demanding a cash allowance for occasional omissions; but all such extra services are thought of and borne in mind when considering any proposal from the publisher for a settlement. The publisher is not strictly entitled to such consideration, but as a class publishers are likely to give more rather than less than that actually required by a contract, and exactions on the part of an advertiser



which are severe or unreasonable, are likely to result in a less favorable rate of charge if the advertiser has occasion to repeat the contract.

An agreement to secure a good position actually means nothing. All space and every position in a newspaper are good. If anything special is to be insisted upon, it must be named in advance, and when given, must be accepted whether good or otherwise.

When a particular position is specified for an advertisement, the agent can be responsible for that position being given only so far as to see to it that insertions in any other shall be classified as omissions, and made good by additional corrected insertions.

If the advertiser's specification calls for an advertisement of a certain form, or for a definite position, and the publisher refuses to use such form, or to give such position, such reasons are submitted to the advertiser, and the newspaper is stricken from the list, unless the advertiser authorizes such a modification of his order as will remove the publisher's objection.

The kind of type in which an advertisement is to be set is fixed by the usage of the paper. Any variation secured is considered a special display. High-priced papers, and especially high-priced daily papers, set advertisements in agate. Almost all papers set them in either agate or nonpareil.

Copy which is to be followed exactly should always be electrotyped. In all cases where the copy is not electrotyped, it is understood that the paper will follow copy only to such extent as is warranted by the material in use in its office—governed also by the ordinary usages of the office.

When a publisher is trusted to follow copy as to space and style, he is understood to have complied if he gives the same space from rule to rule, although his columns may not be as wide as the copy is set, and in the matter of display type, uses that which the material and usage of his office permit, which comes nearest to the style of copy, although it may not be very like.

When a well-made electrotype of an advertisement is furnished to a publisher, and accepted by him, then an exact reproduction can be expected.

The cost of an advertisement is never increased above the price named by the agent to the advertiser or by the advertiser to the agent without the

consent of the advertiser, previously obtained.

If the agent does increase the price to a paper without first obtaining the advertiser's authority to that effect, it is at his own cost.

In dealings between advertiser and advertising agents, in the absence of any written agreement for a different arrangement, payments are based upon the date of the order. This is a definite date easily determined, while the date of first insertion cannot always be reported with sufficient certainty without too much delay and a considerable amount of calculation not warranted by the object to be gained.

Payment for advertising, when not fixed by special contract, is to be made monthly.

It is customary to render bills for orders which are to extend over a shorter period than one month as soon as the work is begun in the papers. Credit beyond the time of expiration of an advertisement is never contemplated, except when a written agreement to that effect is formally entered into.

A failure on the part of an advertiser to make payment in accordance with usage or contract breaks the contract, and the advertisement may, at the option of the agent, be stopped and charged for the short-time rates of the paper for insertions actually given.

All advertising discontinued prematurely for the accommodation of the advertiser, or on account of a failure on the part of the advertiser to make payment, is chargeable to the advertiser at the publisher's schedule rates for the time it has actually appeared, without regard to the special rate fixed in contract which contemplated longer insertion and prompt settlement.

When the objectionable character of an advertisement is not observed or declared until after it has had one or more insertions, the advertiser is expected to pay for the insertions given, at the rate per issue which was fixed by the original order, and not at the higher rate which may be usual with the publisher for the smaller number of insertions given.

The agent always makes the sending of a marked paper to the advertiser containing the first appearance of his advertisement a condition of his order to the publisher, but he does not assume to be responsible for the publisher's failure to do this; he must, how-



ever, be prepared to exhibit a full file to the advertiser at the office of the agent, if called on to do so before the expiration of three months from the date of issue of the papers to be examined.

An advertiser is guaranteed and has a right to demand that a file of every paper in which his advertisement appears shall be accessible to him at the office of the agent at any time within three months after insertion. If not examined within that time, the advertiser has waived his right.

Three months is the longest time which it is presumed to be convenient for the agent to preserve newspaper files, and anything more than that is not generally attempted.

When contracting for advertising, as many changes of copy as are to be demanded should be expressly stipulated for. It is true that in some high-priced papers it is the custom to allow daily changes if desired without extra charge, but papers of this class are a very small percentage of all. The advertising agent will always attempt to procure the substitution of a new advertisement for one already running whenever asked to do so; but when the substitution is to be made in a large number of publications, the mere forwarding of the request involves a considerable outlay to pay for writing or printing the necessary communications to publishers with instructions; and this expense, as well as the cost of addressing the envelopes and of the postage, is in all cases chargeable to the advertiser, unless provided for and specially agreed upon in advance.

A LARGE class of advertisements are intended for the eye of persons seeking profitable employment. Such are usually headed "Agents Wanted" and are used by publishers of subscription books, dealers in patent rights, new machines, and sundry notions. These advertisements are generally set in small space, and pay best in papers having the very largest circulations, without much regard being had for the character of the circulation, beyond the acknowledged fact that country readers are more easily induced to try a new thing than are those in cities. The "Wanted" advertisements are generally classified in the great daily newspapers, while in weekly publications any attempt at classification is not usual.

## LARGEST CIRCULATIONS.

In the latest issue of the "American Newspaper Directory," published by Geo. P. Rowell & Co., thirty-seven American publications are rated as having a regular circulation exceeding one hundred thousand copies. They are as follows:

DAILIES.	
Chicago, Ill.,	News.
Boston, Mass.,	Globe.
	Herald.
New York, N. Y.,	News.
	World.
Philadelphia, Pa.,	Evening Item.
WEEKLIES.	
Washington, D. C.,	National Tribune.
Atlanta, Ga.,	Constitution.
Boston, Mass.,	Sunday Globe.
	Youths' Companion.
Detroit, Mich.,	Free Press.
Elmira, N. Y.,	Sunday Telegram.
New York, N. Y.,	Catholic News.
	Family Story Paper.
	Fireside Companion.
	National Police Gazette.
	Voice.
	Weekly.
Rochester, N. Y.,	American Rural Home.
Toledo, O.,	Blade.
Philadelphia, Pa.,	Saturday Night.
	Sunday School Times.
SEMI-MONTHLIES.	
Augusta, Me.,	Vickery's Fireside Visitor.
Springfield, Mass.,	Farm and Home.
Minneapolis, Minn.,	Housekeeper.
Springfield, O.,	Farm and Fireside.
MONTHLIES.	
Portland, Me.,	Golden Moments.
	Practical Housekeeper
	and Ladies' Fireside
	Companion.
New York, N. Y.,	American Agriculturist.
	Century Magazine.
	Delineator.
	Harper's New Magazine.
	Ladies' World.
	Metropolitan.
Philadelphia, Pa.,	Farm Journal.
	Ladies' Home Journal.
QUARTERLIES.	
Philadelphia, Pa.,	Advanced Quarterly.

A BUDGET speech, says the *Montreal Daily Witness*, is a strange place to look for a statement of the value of advertising. Yet a very important one is found in Mr. Goshen's budget address, during which he attributed the increase in the use of cocoa to its being better advertised than coffee. Mr. Gladstone, it is well known, considers newspaper advertising as one of the great levers of the world. By the way, the coffee dealers on this side of the Atlantic have taken a leaf out of the books of the cocoa makers and are advertising generously.

### THE DEVELOPMENT OF ADVERTISING.

It is very interesting to watch the development of advertising as it appears in the columns of the daily newspapers. Departments of trade which formerly neglected that means of attracting attention, are more and more learning to profit by its advantages. Advertisers are also becoming skillful in the literary construction of their announcements, so that now the advertising columns of a journal really help to enliven its pages, and they present a mass of varied information of great value to the reader.

The representations of the advertisements, too, may be taken generally as honest and truthful, for no wise dealer seeks to draw customers by false pretences. He must have on his counters exactly what he advertises to sell, and he must sell it at exactly the advertised prices. Otherwise his advertisement does him more harm than good. It may bring him in ephemeral trade, but the larger the trade is the worse it will be for him in the end. His deceived customers will make for him an evil reputation for dishonesty. Therefore ordinary sagacity prompts the dealer to tell the truth about his goods when he advertises them in the newspapers. Now and again a scoundrel and a sharper may attempt to impose on the public by publishing swindling announcements, but the number of such is few, and it is growing fewer. Moreover, the papers which such men use as a decoy are soon recognized. The swindling advertisers are after fools and gudgeons, and they are shrewd enough to advertise in the papers patronized by people of that sort.

The cheapening of the processes of manufacture during recent years has lowered prices greatly. The advertiser accordingly can appeal to the great body of purchasers, who must be careful of their money. Here in New York is the great market for obtaining stocks of superior goods at low cost, provided the merchant has the cash to pay for them. Therefore the reputable houses which advertise bargains for their customers, declare no more than the fact. At auctions or by paying cash down for a large supply where cash is imperatively required and of the first necessity, they frequently secure great quantities of

goods at less than the current prices at the factories, perhaps less than cost; and selling for cash, they can afford to make their own profit proportionately small. Hence when a large house advertises bargains, it may be assumed that bargains they are. The quicker their sales, the more rapidly they turn over their money, the more successful such dealers are, and to get speedy sales they must tempt purchasers with as low prices as they can offer. The larger the trade they can attract by advertising, the better it is for each individual purchaser, for the greater the volume of their business the smaller can they fix their average profit.

That is the great advantage of advertising. It makes the business known, and by multiplying the number of customers the dealer obtains the means of attracting more. He has more money to expend on his stock, can improve the opportunities which come so frequently to the cash buyer, and can make his margin of profit smaller. The whole success of the great retail houses has been built up in this way. There are few of them which have not had their entire development within very recent years, before which they were little haberdashery shops, with a neighborhood trade only, or they had no existence at all. There is not one of them which does not owe its success to advertising.

In the clothing trade the history is the same. The houses which are getting the custom are those that advertise the most liberally and the most judiciously, and as their custom increases they are enabled to make their prices lower and thus to invite a wider range of the public. The tailors who have followed their example are reaping a like reward and gaining the same advantages. So it is also with the shoemakers, and as time goes on there will be no department of business which will not profit by the lesson that experience teaches so emphatically.

So far from having been completed, the development of advertising is still in its early stages only.—*New York Sun*.

SHAKSPEARIAN motto for the inexperienced tradesman or merchant that fashions his own advertisements: "Here will be an old abusing of God's patience and the king's English."—*Merry Wives of Windsor, Act I., Scene 4*.

# TYPOGRAPHICAL SHOW-WINDOWS.

We will not talk on advertising as to whether it pays or not. Everybody admits that it does, and the day has gone by when any successful man can stand up and say "there is nothing in advertising." But we will talk of advertising and what we think the best advertisements.

Editorially, each newspaper has its daily news specials, and it is becoming more and more essential that each advertiser has his or her special bargain to offer the public. Of course this applies only to goods that have a staple value and a ready sale, and those that are necessarily in season. No matter how cheaply a clothing store would offer overcoats during the summer months they could not sell them. The "special sale or price advertising" is peculiarly the advertising for the thoroughfares where people daily congregate to do their shopping.

But for most advertisers, and especially the smaller ones, the daily newspaper is the show window through which they display their various wares to the buying public. No matter how small the show window is that a merchant uses, he can always make a fairly good display of his goods. But if he displayed his goods by throwing them together in a jumbled heap, but few people would stop or care to look at them. Notwithstanding, this is the way that many merchants advertise. They jumble together a list of words, let the same matter stand week after week, and then blame the publisher because their advertising does not pay. If they would give it the same care that they give almost every other department of their store, it would pay them many times over.

There are many ways in which an advertisement can be enhanced in value and appearance. A newspaper cut can be used to advantage in attracting attention to advertisements. Very often an attractive cut will double the value of an advertisement, but as a usual thing the price of a cut places them beyond the reach of most advertisers. A cut entirely foreign to the matter used can be inserted at times to good advantage. A case illustrating this came under the observation of the writer about three years ago. An advertiser intended giving a souvenir song book to each lady customer on a

certain day, and expected a cut of the song book by mail, but unfortunately, or fortunately rather, it did not come. Knowing the space the cut would occupy, he had the publisher set the advertisement up, leaving a space for the cut. The time came when the publishers could wait no longer for the cut, and it was too late to change the advertisement. A happy thought struck the advertiser. Picking up a cut of a corset, he said, "Drop this in the advertisement and insert a line under it as follows: 'This corset has nothing to do with the song book that we give away to-morrow from 2 to 4 P. M.'"

The advertisement made a hit, and the store was crowded.

The truth, if persistently told, is always more effective than a falsehood. Don't exaggerate the merits of your goods in advertising. It only has the effect of making people lose confidence in you, and the advertisement does you harm. All those whose advertising warrants it should hire a man whose duty all or a portion of his time would be to look after the advertising alone. Almost every large store has its window draper and designer, and a good daily paper is the best show window you can have.—*Detroit Evening News.*

## YES, WE WILL.

Under the above head an exchange recently published the following unusual advertisement:

We recently received through the mail the following request:

To the Editor:

DEAR SIR—Will you please insert the following in your publication, and look to the Lord for your pay?

Enclosed with the request was the following advertisement, which is inserted right here in the reading matter upon the terms suggested:

### FREE TO ALL.

Christian workers who desire gospel posters, etc., for distribution, will be cheerfully supplied free of price and postage, by addressing

A. H. GOTTSCHALL,  
310 Hummel St.,  
Harrisburg, Pa.

We have opened no account. We will follow directions and look to the Lord for our pay.

FIBBING ABOUT CIRCULATION.—"And look you get a prayer-book in your hand, and stand between two churchmen."—*Richard III., Act iii., Scene 7.*

### THE VALUE OF CUTS IN ADVERTISING.

The object of placing an advertisement in the columns of a newspaper is that it may be seen, and whatever contributes to make it more easily seen adds to its value. When choice positions cannot be obtained, and it is desirable to advertise in newspapers already filled with conspicuous cards, it is often said, with truth, that a modest announcement, set up in the usual style, stands a poor chance of being seen. An electrotyped design attached to the advertisement will frequently attract attention from being so conspicuous, or for its oddity, its beauty, or for some peculiarity. No matter why it attracts so long as the fact remains and the impression created is favorable. In making cuts it is usual to employ a designer to make a drawing, which, when satisfactory, is submitted to the engraver, who makes a wood-cut, or to a photographer who prepares a "process" cut, from which electrotyped duplicates are made in any quantity required.

Some of the most effective cuts which appear in newspaper columns are made up entirely from type, and the only necessity for electrotyping them at all is because the majority of offices where the advertisement is to be printed do not have all the varieties of type required. Sometimes an advertiser considers it wise to make electrotypes of plain-type advertisements for the purpose of securing exact uniformity and correctness in all the journals which he uses. But few newspapers, when compared with the whole number printed, make any extra charges for cuts; some which pretend to require an extra price waive it if the advertising order is a liberal one. A few excellent papers admit no cuts under any circumstances.

A well-made electrotyped advertisement is often found to be a desirable thing in a newspaper office, especially one on solid metal foundation, which will neither shrink or swell in the constant dampening which accompanies the make-up of the average newspaper. Shrewd advertisers discover such facts as this: A small advertisement in plain type, which is to stand a long time and appear on alternate days, necessitating frequent lifting and consequent liability to having a type drop off will, if cast in a solid metal block of the correct width of column, be accepted by hundreds of

publishers at a price which would be refused if the block were not furnished.

The cost of the block is perhaps ten cents; the reduction of price secured by having the block is often ten dollars or more.

Cuts should not be too large. A small, neat design will attract as much attention as a large and scraggy one, generally more; and the impression created in the mind of the observer is more favorable to the advertiser—the influence is better.

Sunken letters, showing white on black ground, are good in papers which use a good quality of paper and ink, as do the illustrated journals, but as they are likely to show through and make the opposite side of the sheet look cloudy and bad, such cuts are strongly objected to by many publishers, especially if occupying a good deal of space. Sometimes the objection can be done away with by causing the black back ground to be lightened, or shaded, preserving the same general effect without showing the black surface so much disliked by good pressmen.

In preparing a picture to be used in an advertisement, it must not be forgotten that fine lines soon fill with ink and produce a bad effect except in the few papers which are printed on calendered paper and with high-priced inks.

Sketchy pictures with strong outlines are what is wanted.

Probably the most effective cuts in use are those which represent a picture of the article advertised, thus conveying the idea to the mind of the casual observer who never reads advertisements. These pictures often convey to the eye a correct impression of the articles offered for sale, and tell a story which could not be as well told in words occupying the same space. The pictures are at the same time more conspicuous. Sometimes a picture tells a story which words could not be made to convey.

Sometimes a picture represents a disease which the advertiser announces his ability to cure. What could be better calculated to instantly arrest the attention of afflicted persons or their friends?

Next to representations of the articles advertised the most popular cuts are trade-marks. Monograms are also largely used for cuts. Unless they are part of a trade-mark their use cannot be recommended. An advertisement should tell its story at a glance; should be plain—not a puzzle.

A monogram is not easily made out; it possesses little or no originality and conveys no information. We know of no large or successful advertiser who has extensively used one.

Next in order come pictures of establishments. There is little to recommend the use of such cuts in newspaper columns, while the necessity for having them large, in order to properly represent the premises, makes them more than ordinarily expensive.

The practice of using autograph electrotypes is quite common. An objection to cuts of this kind is that they are not sufficiently conspicuous. An entire advertisement is sometimes cut in imitation of handwriting, and in most journals proves a total failure. Such a cut, unless printed with more than ordinary care, will, to a casual observer, show as a blur on the paper, and few are intentionally anything more than casual observers where advertisements are concerned.

A large class of electrotypes are made up without employing the engravers. A skilled printer, from the material of his office, makes up a card which will attract the eye. This is electrotyped, because other printers, with less ingenuity, are sure to make a failure of an effort to reproduce the effect, and are apt to make mistakes in the wording of the advertisement. Frequently the cost of the electrotype is very much less than a fair compensation for a compositor's time in duplicating the design.

ILLUSTRATED ADVERTISEMENTS.

(From *Life*.)



FOR SALE: SMALL HOUSE; NEWLY PAINTED HIGH AND AIRY; PLENTY OF WATER ON PREMISES.



ROOM FOR RENT—QUIET NEIGHBORHOOD; DON'T RING. ADDRESS, "PERMANENT."

PRINTERS' INK.

I find it interesting, instructive and valuable.

O. J. GUDE,  
Adv. Manager Athlophoros Co.,  
112 Wall St., New York.

May 21, 1889.

It is the best thing I have seen as to information for advertisers.

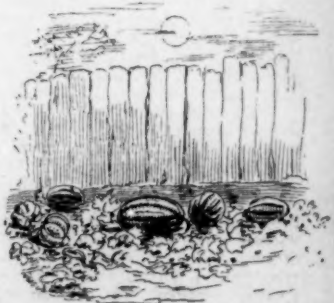
WM. M. HUEY,  
Pres. Florida Wine Co.  
Philadelphia, May 31, 1889.

Send us one of the binders that you advertise for PRINTERS' INK. We have found them to be very handy for many things.

STAR STEAM HEATER Co.,  
May 21, 1889. Harrisburg, Pa.

Inclosed please find \$1, in return for which please send me copies of PRINTER'S INK for the year to come as published. Truly yours,  
D. J. McDONALD,

Advertising Manager Mabley & Co.  
Detroit, Mich., March 21, 1889.



WANTED—A PHYSICIAN TO LOCATE; GOOD FIELD FOR SKILFUL MAN.

## LOCAL AND FOREIGN ADVERTISING.

A meeting of retail druggists from various parts of the State was held in Chicago recently for the purpose of conferring upon the subject of legislative enactments in the interest of that branch of trade. After concluding its business, an informal discussion arose upon the best and most effective manner of advertising. The liberal use of local newspapers was strongly recommended, and one party from the interior of the State gave the following bit of experience relative to the cost of the same:

He said: "We have two papers in our town, and the publishers of each are constantly growling because the merchants do not advertise more liberally. Last fall I received orders from a large drug house in New York to insert in our local papers an advertisement of a patent medicine with my name at the bottom of it, provided I could do so at the usual rates. Not being familiar with an Eastern idea of the 'usual rates,' I called upon our two publishers and asked for their lowest price for one-fourth of a column, six months. Each one gave me his price, which he declared to be just a little lower than ever was offered to any other advertiser. The rate given me was immediately communicated to the Eastern house, and I confidently expected a telegram of acceptance, but it did not come.

"A week later I received a letter from my friends saying that the rate named in mine of a recent date for their advertisement in our local papers was enormously high, and informing me that they could and would have the matter inserted at about one-third the figure mentioned in my communication. I telephoned both publishers and gave them the substance of the letter I had received from New York. Each assured me there was a mistake, that they had made me a bed-rock price, and no one could get a lower rate. I decided to await further developments, and they soon occurred. Two weeks later the very advertisement referred to appeared in both papers, with the regular announcement that the medicine could be found at my store. Notwithstanding the fact that the advertising created a sale for the tonic, and I reaped a profit thereon, I could but feel that there was a 'mouse

in the meal' somewhere, and that he must come out or the grinding would soon be spoiled, and so kept up a lively thinking. A short time ago a representative of the New York drug house stopped at our town on his regular spring trip among his customers. I related my experience in trying to place his advertisement in our local papers, and expressed regret at being unable to get a satisfactory rate for his firm. He smiled, and thanked me for my trouble, remarking at the same time that if the merchants of our town paid the prices I had named in my letter they were fools. This did not strike me as being very complimentary to myself or our business men, and my friend saw that he struck a snag, so to speak, as I firmly believed our publishers would not go back on their best customers. 'Now,' says he, 'when I get home I will look up the bill for that advertising and send it to you, so that you may see what we did pay for it, and be convinced that you have been imposed upon.' The bill arrived in due time, and was just as represented; the price one-third of that quoted to me, less 25 per cent commission to a New York advertising agency. I presented it to our editors, demanded an explanation and got it. Each of them claimed that they owed the advertising agency a little space and were obliged to accept the advertisement at the rates named, on account. Now, it strikes me that if this is the customary style of doing business among country publishers, they had better say no more about protecting home industry, and country merchants had better place their advertising in their home papers through Eastern advertising agencies. I certainly shall try it next fall, because I do not propose to pay three times as much as other people do any longer."

—Chicago Union.

It has been stated that the man intending to do business must first prepare himself to suit customers; and next that he must let every possible or probable customer know that he is so prepared. In a very small place he may tell all the people what he can do. In a village a printed handbill, poster or circular, properly distributed, will be efficacious, but *whoever is in a place large enough to support a newspaper will find that its columns are the cheapest medium through which to address the public.*

## Letters to the Editor.

### ADVERTISING AGENTS, ADVERTISERS AND PUBLISHERS.

To the Editor of PRINTERS' INK:

SIR—Your article, "Advertising and Advertisements," in PRINTERS' INK, November 23, suggests a question or two touching the relations of advertising agencies to advertisers and publishers. You state that the general advertising agent acts in behalf of the advertiser as his agent, and you set forth the reasons why the advertising agent cannot so far ride two horses as to act in behalf of the publisher. I can readily understand how the agent, who is conscientious in his dealings with his client, cannot serve two masters. What I do not understand and what I wish to ask is, why the publisher should pay the agent who does not work for him but for some one else. If an advertising agent is honest he will place his business where it will do the advertiser most good for the money invested. If the agent is not honest, will a commission from a good paper make him so? I can readily see how the agency commanding special skill, experience and facilities, can serve the advertiser to great advantage, but why that service should be paid for by the publisher whom the agency does not serve, I am at a loss to understand.

Again, you speak of the publisher's own agent, but conclude he cannot serve the advertiser in a general way, inasmuch as he is committed to the interests of the particular paper which he represents. You say: "It is not reasonable nor fair to put upon them the strain of acting as general advisers to an advertiser unless he has already settled upon their publications as mediums for his announcement." Is not the general agent under a similar "strain" when truth would compel him to recommend a medium which allows him no commission, or a very small commission, and to exclude one which offers fifty per cent? On the other hand, is not the "strain" tenfold greater with the general agent, whose client has no means of knowing what papers allow great inducements to the agent and which do not; while in the case of the publisher's agent the advertiser is fully aware of the bias in favor of his (the agent's) own papers.

I trust there are enough other readers of PRINTERS' INK beside myself who would appreciate enlightenment on this subject to warrant giving the subject some space in your columns.

Respectfully,

E. P. HARRIS.

Montclair, N. J., June 24, 1889.

I. The publisher pays the agent because the business brought to him by the latter is regarded as new business, which the publisher might not have obtained otherwise; or which, if obtained, might have cost the publisher more to get than the commission paid to the agent. Should there ever be more advertisements seeking publication than advertising space to contain them, the payment of the commission, conformably to a well-known natural law, would shift from the publisher to the advertiser.

II. "A commission from a good paper" will neither create, maintain nor increase honesty in an advertising agent. The honesty of an advertising agent, like that of other human beings, rests either upon religious motives, moral sentiments, or mental persuasions; or a compound of two or all of these emotions.

III. There is an inducement to an advertising agent to place the business of his clients with those publishers that allow the largest commissions, but as his professional reputation and stability depend upon successful and otherwise satisfactory service to those clients, and as the publishers offering the largest commissions are usually the least able to meet those requirements, the inducement is greater to render the best possible service to a client, without regard to the size of the commission. This remark applies only to agencies of established character and credit.

IV. For the reason just stated, the "strain" upon honesty and candor is no greater in the case of a general, than of a special advertising agent. On the contrary, it is less; because, by the general law and usage of trade, the special agent is allowed and expected to resort to that kind and degree of puffery which do not amount to a warranty.—*Ed. of PRINTERS' INK.*

WHERE a man must advertise, the actual circulation of a paper is sometimes of not very much importance. A patent-medicine vendor who has sold \$50 worth of goods to a village druggist on condition that he shall put his advertisement into the local paper, must, to carry out his agreement, make the best contract which he can, and will frequently pay for 600 weekly circulation in one town twice as much as he pays for 1,000 in another. The only paper in a town of some importance, or the best paper in a good district, can frequently demand prices to which its circulation does not entitle it. Its publisher does quite right, however, in demanding such a price as shall keep his advertisements within limits and never allow them to crowd his reading columns.

TRYING to do business without advertising is like winking at a pretty girl in the dark; you may know what you are doing, but nobody else does.—*Chestnut.*



# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued on the first and fifteenth of each month. Subscription Price: One Dollar a year in advance; single copies, Five Cents.

**Back numbers cannot be supplied.**

ADVERTISING RATES: Twenty-five Cents a Line; Twenty-five Dollars a Page; First or Last Page, One Hundred Dollars.

CHAS. L. BENJAMIN, EDITOR.

GEO. P. ROWELL & CO., PUBLISHERS.

Office: No. 10 Spruce St., New York.

NEW YORK, JULY 2, 1889.

## THE FIRST MILESTONE.

The present issue of PRINTERS' INK completes the first yearly volume. Contemporaneously with the next number an alphabetical index will be sent out, so that those who may wish to put their collection of numbers into so serviceable a casket as a permanent binding, will be possessed of a key wherewith to unlock its treasures. The original prospectus of PRINTERS' INK announced it as a class journal intended for advertisers, publishers and printers. It may be said here that the first-named class was uppermost in the thoughts of the projectors of this journal from the very beginning, but for fear that it would not be possible to appropriately fill the columns of the successive issues, or to attract and hold the support of a sufficient number of subscribers, should the main object be exclusively pursued, it was deemed proper to enlarge the original purpose by an inclusion of the two related classes above named. Experience soon taught the conductors that this view was a double-ended mistake, and that, in sooth, there was not only enough, and more than enough, to be all the time said and heard about the great industry of newspaper advertising, upon which it is estimated that not less than \$30,000,000 will be spent during this calendar year, but that it could be better said and heard by dropping all other interests and keep-

ing to that alone. The one proposition, that newspaper advertising afforded ample matter for continuous exposition, discussion and narration, involved the other, that enough readers could be found and retained for a journal that expounded, discussed and narrated the special subject-matter with sufficient power and cogency. This second proposition involved a third, namely, that if advertisers, as a class, should adequately support a journal set apart to their common interest, the necessary amount of advertising from the classes of people that cater to the wants of advertisers would be forthcoming to establish the necessary equilibrium of finances on the ledger of the publishers. The three propositions have attested their practical soundness within the first twelve months of the life of the journal. PRINTERS' INK is "a journal for advertisers;" it is the trade-journal of newspaper advertising; it has the esteem of those that advertise and those that supply the *media* of advertising. Its columns are filled with care and diligence, but without anxiety; it has room for many more readers and subscribers, but has already circulation enough to ensure its stability; its advertising patronage is already good and is all the time growing. It is no longer an experiment in the sense of testing its ability to live and thrive, but the intention is to keep it in the posture of an experiment, so far as concerns the resolution to strengthen and improve its contents and character. With this perhaps allowable reference to the Ego, PRINTERS' INK passes on towards the next milestone along the flight of years.

ADVERTISERS who cater to "mail-order trade" should so systematize their business in that branch as to ensure the utmost possible satisfaction in the filling of a first order. A customer so gratified will come again and again, and it will take actual neglect or ill-treatment to destroy the good will and confidence created by his initial experience.

It is undoubtedly true that the writers of many letters to advertising agents would be much at a loss to tell what they want, to name the space they require, time the advertisement is to run or the amount they will spend, as the agent is to answer their questions. "How much space do you want?" is often answered: "Well, I don't know; I thought of asking you about that." "How long a time is the advertisement to run?" "Well, what is *your* advice?" "How much money are you prepared to spend?" "Just as little as is necessary. I want your opinion." And while all these responses are the natural ones for an inexperienced advertiser to make, it is apparent that the agency must have some facts upon which to base an opinion and give advice, otherwise it might submit a plan for the expenditure of \$5,000 to be told that \$500 would be the largest appropriation possible—or possibly not more than \$50. Again, information is sometimes requested for the purpose of deciding a bet, or from curiosity, to find out what it *would* cost if one wanted to do the work, but which work the one has no expectation of ever doing; or, as in our own experience has been the case, to see how the estimate would compare with the prices the applicant was paying the publishers or another agency direct for the same work in the same papers.

ADVERTISERS, as a class, will never accept the scheme of a uniform rate per inch and per thousand of circulation. It takes no account of the character of circulation, nor of the typographic, literary and business characteristics of a journal; all of them prime factors in determining advertising value. If the rate per inch per thousand be fixed from a high average, the inferior publications will scalp rates as the only alternative of starvation, and if from a low average the superior journals will not accept them. In either event, the "reform" will move in a circle, constantly returning to the point

of departure. It cannot move forward until newspapers cease to be published without profit, and those who publish them cease to regard them as stepping-stones to something outside; and upon such cessations, each newspaper then or thereafter existing will make and accept the best rates it can get, within a margin of actual gain.

THE length of the advertisements, that so strikes one engaged in turning over a file of English newspapers of the last century, was not wholly nor chiefly due to the long-drawn rhetorical style of those days. The explanation is to be found in the government tax, which, in addition to being on a "war-footing" in itself, was the same in amount for each advertisement, however long, or however short. Under these circumstances, long advertisements were comparatively cheaper than short ones. With the disappearance of the tax, this condition was reversed; the long advertisements, which discouraged short ones, disappeared, and the newspapers got more advertising in the aggregate, and a greater proportionate revenue from them.

How is it possible for a newspaper that finds it difficult to maintain rates for foreign advertising to overcome the difficulty? The answer repeatedly given by publishers in convention is: "Maintain rates." This answer simply names the subject and in no wise touches the difficulty. The question is not what to do, but how to do it. All pretensions to answer this question have been deceptive, because they have substituted assumptions for facts. They assume that newspapers are published for some other purpose than to enable the purchaser to gain a livelihood, and attribute to him an independence that he does not possess. What is the use of telling a publisher to maintain rates, when, in nine cases out of ten where the injunction is needed, the maintenance of rates would mean the want of maintenance for something more important?

# COMMENTS ON CORRE- "HALF A LOAF IS BETTER THAN NO SPONDENCE. BREAD!"

## ANNOTATIONS ON LETTERS FROM ADVERTISERS.

### WHAT THE FAIR SEX READ.

YOUNGSTOWN, O., Dec. 4, 1888.

Please furnish estimate for the insertion for three months of a half-inch advertisement (electrotype).

First: In fifty weekly and monthly home papers.

Second: In one hundred weekly and monthly home papers.

How many weekly—how many monthly. I am anxious to reach lady readers, and would like a list that would go largely into the homes and be read by women.

What territory will each estimate cover? Estimate total circulation.

What this man should use is the papers of best character and largest circulation: the great weeklies, religious, agricultural, literary, story papers and magazines. These circulate all over the country, in every State, city and town. There are 17,107 publications named in the last issue of the American Newspaper Directory and 99 of these print one-fourth of the total issue of all, or about eight million copies each issue.

### THREE OF A KIND.

LAMAR, Ark., Nov. 23, 1888.

I am owner of Patent No. 375,195 Fire Place and Grate. I wish to put advertisements in three to five good trade papers that will circulate with the men I want to see my advertisements.

WALLACETOWN, ONTARIO, CAN., }  
Nov. 22, 1888. }

We want to advertise some stock in a paper that has a good circulation in West Virginia and Southern Pennsylvania, and we write to you to get rates and what paper you consider to be the best.

RALEIGH, N. C., Nov. 22, 1888.

Please let me know what it will cost to insert a small advertisement (for situation as traveling salesman) in a few of the best advertising papers of New York city, Baltimore and Philadelphia.

Had a copy of the advertisement to be used been included in each of the above cases it would have been easy to name the papers to be recommended and the cost of each: and from the list the advertiser could select such as he wished to use or could afford to pay for. Without the copy a long letter is needed to convey the information asked, and it is doubtful if he would fully understand it after all; because the price would be given at so much a line and papers have varying widths of column. Even an experienced person often finds it difficult to tell just how many words will go into a line.

MISHAWAKA, Ind., Nov. 28, 1888.

We wish to advertise our pulleys in some of the journals devoted to machinery.

In response to this, it is possible to send a list of papers which can be recommended for the purpose, but the cost of placing the advertisement can not be estimated until the advertisement has been written, its style of display determined upon, and the time fixed for which it is to appear. If unable to decide these questions in advance, then to state an approximation of the amount to be expended will enable the agent to decide whether to submit a moderately complete list of machinery journals or to confine his suggestions to one or two of the leading ones.

## ADVERTISING IN SOUTHERN CALIFORNIA.

LOS ANGELES, Cal., Nov. 23, 1888.

Please give estimates on the advertisement given below to cover twelve counties in Southern California. Include a daily in Los Angeles, San Diego and San Bernardino each. I should like estimates for an expense of \$10, \$15 and \$20 per month, for three months' trial. Let your estimates state whether or not the advertisement would appear in the classified, which I should prefer. What would be the expense of the same for six or twelve months?

This application exhibits the wisdom of stating some approximation of the amount of money to be expended. A single paper in Los Angeles would require a handsome proportion of the appropriation for the insertion of an advertisement of the moderate size of from 50 to 100 words, set solid and appearing under a classified heading. Papers which do classify advertisements always prefer that every one shall appear under its appropriate heading.

## A GOOD RULE—SEND CASH WITH ORDER.

GENEVA, Ohio, Dec. 7, 1888.

Please send us list of best papers in your judgment in which to insert the advertisement of a fine old piano to be given to the one who guesses the nearest to the number of beans in a quart can. Each guesser to pay ten cents for the privilege, and is there anything unlawful in such an advertisement. Please let us hear from you, with prices for same, in such list as we could get it in now and have it appear next week.

This man writes from Ohio to New York, and expects a list of papers and statement of the cost to be sent to him: after which he will send the order: which will then be sent to the papers, and he wishes it to appear in next

week's issue. There is so much probability that nothing will come of it, that an advertising agent would hesitate about spending much time in preparing the detailed information asked for; but if the applicant had sent along \$10 or \$50 the order could have been carried out in time. Is it not a fact that, after all, the agent must be trusted? Why not put him upon honor and leave the carrying out of the order to his judgment and render a statement of what he has done.

#### SHOULD HAVE ENCLOSED COPY.

BELLE HAMPTON, Va., Dec. 6, 1888.

I want to advertise a farm for sale in one good Northwest paper and one in Pennsylvania and one in New York State. Those most likely to reach the eyes of farmers.

If this inquirer had inclosed the copy which he would use for his advertisement, he would have learned not only the names of the papers which he ought to use, but the cost of inserting his advertisement in each and all. As it is, he will have to write again, and receive another reply before he gives his order.

#### SAME HERE.

ROCHESTER, N. Y., Dec. 8, 1888.

If you can give me name and place of publication of the best papers published in the interests of the Grand Army of the Republic, I will send you copy for an advertisement in them, or part of them.

This inquirer should have inclosed the copy of his advertisement and stated how many times he wished to have it appear. It would then have been possible to name the price as well as the papers, and thus have avoided the necessity for further correspondence before his order could be sent.

#### AN ERRONEOUS IMPRESSION.

CHICOPEE FALLS, Mass., Dec. 29, 1888.

We inclose a circular of an article which shall begin the manufacture and introduction of at once, on a large scale, and we wish to have your opinion as to the best mediums to use and also the cost of a two-inch advertisement for three, six and twelve months. This article will go into all factories, both cotton and wool, shops, offices, hospitals, railroad depots, cars, hotels and wherever there are water-closets or bad smells. Don't think country papers will be of any use. We shall ask for other bids. Whoever gets the start will be likely to have a good customer.

This inquirer needs careful and intelligent work. After his advertisement has been prepared and a list of papers selected, the judicious placing of his order is a matter concerning which he and his agent should work together. He has an impression that

advertising is a commodity which can be exactly measured, like corn or oats, and subject to delivery, like a horse or a farm. The facts are not as he supposes. An intelligent advertising canvasser, who calls on this man when his bids are all in will easily secure his order, because he will find him a good deal puzzled over the estimates he has received—no two being alike, and it being by no means easy to tell which is most and which least favorable.

#### "PAPERS VARY MUCH IN THEIR RATES."

BANGOR, Me., Nov. 29, 1888.

Please send me your terms per month or three months for advertising in Salem, Mass., and vicinity, say in Salem *Daily News*, and weekly papers of Peabody, Beverly, Danvers, Marblehead, Ipswich and Newburyport for two or three inches of space. Also rates for special advertisements in reading columns, including press notices, where they can be obtained. I opened business in Salem six months ago, and have advertised but little there, but I have come to know that papers vary much in their rates, depending on the persons with whom they have to deal. If you have business with "away down East," give me terms also for Bangor, Bucksport, Lewiston and Portland; also St. John's.

It is not possible for an advertising agency to give rates for advertising in a considerable number of newspapers in any such general way as this enquirer hopes to receive. The proprietor of each individual paper may do it; but it makes the correspondence too voluminous for the agency to attempt to write out, or for the advertiser to read if sent to him. If he deals with an agency he must fix upon the space he will use, the time his advertisement shall appear; must designate how many reading notices he wants and how much space each is to occupy. It will not, however, be found wise to send advertisements to nearby papers through an agent doing business in a distant city. The advertising agent receives a commission from the publisher for his services in procuring, forwarding and guaranteeing the payment for advertising patronage; but the publisher will not thank an agent for *intercepting business which would be sure to reach him.*

#### SAMPLE COPIES.

INDEPENDENCE, IOWA, Dec. 21, 1888.

Our idea is to spend something like \$50, and one of our principal ideas is to get one copy of each paper. Do not care so much for the advertisement as to get a copy of the papers.

Again, our idea is to advertise in county papers (one for each county) say in Eastern and Middle States, and one or two weekly city papers in large towns or cities. One in-

sertion would answer very well, but if you could get four for about twice the price for one, might run it for four weeks. Now what would you put through one paper, each county, etc., as above, and also make price by States. Think you will catch on now?

If sample papers are what is wanted they can generally be had by writing on a postal card asking for a sample. In county papers four insertions would not cost more than twice the price of one. The list known as Geo. P. Rowell & Co.'s Select List of Local Papers in which advertisements are inserted in a fair selection from each State at one-half of publisher's schedule rates may be exactly what is wanted here.

#### STATE THE TIME.

ELMIRA, N. Y., Nov. 3, 1888.

Please send us list of all the principal Sunday newspapers east of the Mississippi River; also rates of advertising for advertisement inclosed. Also what one issue in *Puck* and *Judge* would cost.

Does not tell whether he wants rates for one time, one month or a year in the Sunday papers. More correspondence will be necessary before the agent can intelligently serve the inquirer.

#### THE FIRST STEP.

ATLANTA, Ga., Dec. 26, 1888.

I have a pill (liver pill) which I want to advertise extensively, and want your lowest figures on a three-inch advertisement to appear one year in the Southern State papers.

The very first thing which this advertiser ought to do is to prepare his advertisement, getting it just right, just the way he wants to have it appear.

#### DEFINITE INFORMATION IMPOSSIBLE.

BINGHAMTON, N. Y., Nov. 26, 1888.

I am interested in an institution in Central New York which I am fitting up for a sanitarium. I want to use such newspapers in this region, *i. e.*, New York and Pennsylvania, as will most quickly place the matter before the people. Have you lists from which I can select, *i. e.*, containing circulation, population of towns, etc. Can you give me terms for the papers of a section?

This man receives a list of the papers in the cities and prominent country towns of the two States, and figures representing the population of places named, but no definite information can be sent him about the cost of his proposed advertising until he has prepared his advertisement; because it will be necessary to know how much space in a newspaper he will occupy before it is possible to name a price for it. With the circular in hand, which is sent in

answer to his application, he is able, in his second letter, to state his wants with definiteness.

#### RARITY OF THOROUGH ADVERTISING.

SKANEATELES, N. Y., Nov. 29, 1888.

We have a small advertisement we would like to get in many papers in United States and Canada, about one-inch space. Please send us list of your papers and prices.

This man ought to have inclosed a copy of his advertisement and stated the length of time he wished to have it appear, or to have given some sort of an idea of the amount of money which he was prepared to devote to the advertising. As very few persons have ever advertised all over the country with absolute thoroughness, it may be concluded that no new experimenter is very likely to attempt so much: the questions to be asked and answered therefore is how much territory will you try to cover? For how long a time will you keep it up? How thoroughly will you advertise in the territory selected and for the time named? Generally the advertiser is unable to answer these questions, but knows the size of the advertisement which he will use and how much money he can command, and these when set forth do in fact tell the whole story.

#### MARKED COPIES.

HILL CITY, Kansas, Dec. 14, 1888.

I should like to have the advertisement herewith inclosed inserted once in papers published in the manufacturing towns of Massachusetts, Rhode Island, Connecticut and New York. Please give me an estimate; also list of papers in which same would be published. Will I be furnished with copies containing advertisement?

Every publisher is requested to send a marked paper to the advertiser the first time his advertisement appears; but if any fail to do so full files of all the papers are to be seen at the office of the advertising agency.

#### ADVERTISING BROADCAST.

SING SING, N. Y., Dec. 13, 1888.

Your catalogue at hand. For a check for \$50 sent with order, how much territory can you cover with the inclosed advertisement? We do not wish you to name the papers, but give us an idea in how many States you can place it, as we would like to distribute it as much as possible.

*The Century Magazine*, *The Youth's Companion*, *The Ladies' Home Journal* will place an advertisement in nearly one million families at a total cost of \$6.25 per line each issue, and these periodicals reach readers in every State of the Union.

*POINTERS ON DISPLAY.*

The object of display in an advertisement is to attract additional attention. If this object is not obtained, the price paid for the additional space required for the display is wasted. If a more conspicuous card, that is, a card which will attract more attention, be seen quicker, or catch the eye at a greater distance while occupying three inches' of space with proper display, than when filling four inches with type selected with bad judgment, then the advertiser can well afford to pay the cost of the inch of space saved to the judicious compositor, who, by his taste in setting up, shall produce the more effective result.

Advertising costs a great deal at best, and he who will make money by advertising must so arrange as to secure the best effect with the smallest possible expenditure.

An advertiser of much experience has said that an advertisement should be so arranged that the first glance conveys the idea.

The theory being that the catch words or lines convey to the mind of the interested reader the idea of the thing he needs, without his having the power to overlook it, he is sure to read the whole advertisement, no matter how small the type in the body thereof. Some carry this idea so far as to use diamond type for the filling up. This is not wise. Pearl is the smallest type which should ever be used in a newspaper, while agate is as small as it is safe to try in any but a few of the best-printed journals. Few people have eyes good enough to read diamond, even if the press work is unexceptionable; the saving of space is "penny wise and pound foolish."

Most daily, and many of the high-priced weekly papers, set advertisements in agate type, fourteen lines to the inch. No paper uses a smaller type than agate unless by special agreement with an advertiser. In comparatively few printing offices can a smaller type be found, and it is probable that in one-half the offices of this country they have no type smaller than nonpareil. No paper which is fully equipped ever uses a larger type than nonpareil for advertisements. Any larger type is a waste of space, and no prosperous journal can afford to use it a single month. Nonpareil is a favorite type on account of its measure, twelve

lines making one inch, the space adopted by nearly one-half the publishers of the country as the "square."

It may be as well to state here that the term "square" is indefinite, and before making any contract for so many "squares" of space, the advertiser must in the same agreement have the size of the squares designated, as so many lines nonpareil or agate.

To make an advertisement really attractive the display should not be too general. It is often possible to make a more noticeable card in three inches space than could be done in four inches when attention is not paid to this fact. Where a single line can be made to convey the desired information, or attract the eye sufficiently to cause interested persons to peruse the card, so much the better.

It is usual to put the display line in as large type as the width of column will permit. A good effect is sometimes procured by putting an unimportant word in smaller type, thus giving more room for the words of real importance.

To confine the display to a single word is always wise when the meaning can be properly expressed thus, as the attempt to put several words in a display line is very apt to prove a failure.

In a handsomely displayed card, when the proper words or lines can be selected without giving too many letters to each, a very effective advertisement is made by using the same type for each display line. A fashion of display, which is at the same time simple and effective, and has the additional important advantage of being unobjectionable to the most fastidious publishers, is simply a white space at the head of the reading-matter of the card. In a closely printed sheet this white space catches the eye instantly, and curiosity is excited to ascertain the object of its being there.

Display is sometimes made in solid advertisements, by using full-faced type or caps, small caps or italics, thereby securing a different general appearance and greater attractiveness than the ordinary run of advertisements set up in the same space, but without care. It not unfrequently happens that the columns of a newspaper are filled with advertisements all profusely displayed or illustrated with cuts, and in such cases a modest, plain card, without any attempt at display, will be attractive from the contrast.

For latest examples of condensed display, in small space, the leading magazines and the most expensive weekly papers should be examined each issue. Two dollars per line of space will make advertisers ingenious. For handsome display in large space the leading daily papers may be referred to.

Some excellent newspapers do not admit into their columns any electro-typed advertisements or any unusual display of type. In all such cases the advertiser, failing to get what he wants, must be satisfied with what he can get, and while he is unable to procure any advantage over his neighbor, he has the satisfaction of knowing that neither can that neighbor obtain any over him. Newspapers and individuals who use everybody alike, and make their own rules, are pretty good institutions after all.

#### "PEERLESS" ADVERTISING.

In many of the largest dailies, weeklies and monthlies, where advertising costs so much a line, an advertiser uses a two-line advertisement in two or more different pages, as follows:

#### **PEERLESS DYES** Are the BEST. SOLD BY DRUGGISTS

He thus obtains insertion of his two-line announcement at the *pro rata* of the cost of a one inch or four inch advertisement, and there surely can be no doubt that it is comparatively good advertising.

There is no city having as much as 20,000 population (excluding the Pacific Coast) where the Peerless Dyes are not thoroughly well advertised. Nearly all journals—daily, weekly and monthly—having a general circulation, and more than twenty-five hundred dailies and weeklies in smaller cities and towns, all carry this advertising by the year; and yet, the total cost of the advertising is kept within a very moderate limit.

Messrs. George P. Rowell & Co., of New York, hold high rank as newspaper advertising agents, and from the nature of their business are required to keep themselves informed upon the circulation of newspapers. They publish semi-monthly a class journal for advertisers called **PRINTERS' INK**, and in each number discuss topics of interest to the advertising classes. Messrs. Rowell & Co., are probably the best authority in the country upon newspaper circulation.—*Philadelphia Record*, April 1, 1889.

#### ***FIXING THE ADVERTISING VALUE.***

As a general rule the value of a newspaper is fixed by its circulation. This value is influenced by various causes, which we will enumerate:

First: If devoted to a specialty, as a class journal, it is worth an extra price to those advertisers who would appeal to that class.

Second: If particularly well printed it is worth more than if poorly printed, and as it is also worth more to the reader, the circulation is likely to fall off while the poor press work is continued; consequently, it is wise to treat with great caution all claims of large circulation put forth in favor of journals which are poorly printed, either by fault of composition or pressman.

Third: The amount of advertising affects the value. Many publishers point to crowded columns as a proof of value, but the truth is the fewer advertisements which appear in any paper the more those few are worth to the advertiser. This rule applies only to general advertising, and not to those classified advertisements which appear in some large daily journals, which, becoming a characteristic of the paper in question, are a part of its value to the reader.

Fourth: Those which classify. A paper which carefully classifies every advertisement, gives them, in effect, extra display without cost. In the *Chicago Tribune* we may find half a column of advertisements, each one occupying from three to ten lines, announcing that Messrs. A. B. & C., or some other individual or firm, have a horse, a carriage, or harness for sale. Any one wishing to buy finds the heading, "Horses and Carriages for Sale," and reads all the announcements; hence, in the *Chicago Tribune* a five-line advertisement of a horse for sale becomes as conspicuous and as sure to attract the eye as would the same announcement displayed in one-fourth column of space in a paper which does not classify. Hence, whenever advertising is to be done, if of a nature calling for classification, it should always be placed (other things being equal) in the paper which classifies and shows in its columns the largest list of similar notices, for where such advertisements are constantly appearing it is proof that the public look for them and that they attract the expected attention.



Fifth: The practice of always obtaining a fixed price, proportioned to the value of the work, and the same price from all men for the same service, is an important element of value in any newspaper, and one which is thoroughly recognized by experienced advertisers.

#### TO COVER SECTIONS WITH LITTLE ADVERTISING.

Use the leading papers issued at the metropolis of the section referred to. There are one or two journals in Boston which circulate quite evenly throughout all the New England States. In Western Massachusetts is one paper that circulates up and down the entire valley of the Connecticut through three States. In Hartford one weekly has subscribers in almost every town in Connecticut. Rhode Island has a leading daily which is said to cover the State. Maine has an agricultural weekly of this character. New Hampshire has another, while neither Vermont nor Massachusetts can be reached throughout all their sections without resorting to the local presses. Two different weekly papers in Albany go to almost every town in the State of New York. In Toledo and Cincinnati are large weeklies reaching all through Ohio and Indiana. Chicago has an agricultural and one or two religious weeklies and one or two dailies which may be relied on to reach the Northwest. St. Louis has two political dailies and weeklies and one religious journal, all of which are freely read in Missouri. Three dailies on the Pacific Coast will reach some readers in every town. In Louisville we find papers which circulate through Kentucky and Tennessee. At Memphis and Nashville are those which reach Western Tennessee and Arkansas. Galveston governs Texas; so New Orleans reaches Louisiana and Mississippi. Montgomery, with a daily and weekly, provide fairly for Alabama. In Georgia and South Carolina we find papers that can be said to reach all sections of those States. Richmond has one or two dailies and as many religious weeklies which are largely read in Virginia; but neither Florida, North Carolina, Maryland or Pennsylvania can be reached to any general extent without resorting to the local press.

#### AN ADVERTISING TALK TO PUBLISHERS.

It is surprising to note how large a majority of newspaper publishers are either oblivious of or indifferent to the advantage to be gained by a systematic method of educating their business constituencies upon the principles which prove that judicious advertising is the most remunerative investment of business capital that can be made, or in the science of advertising so as to ensure the greatest benefit to the advertiser. This shortcoming is the more inexcusable and surprising, when we consider the means at the editor's hand for accomplishing this work, and the extent and directness of the personal and selfish interest which it is open to him to advance thereby.

The average advertiser—except, it may be, in the cities where the attrition of competitive forces compulsorily sharpens the facilities in this respect—has no intelligent conception of the philosophy of advertising. How many merchants will you find who are honestly skeptical about the actual profit of advertising; who think they really advertise "to keep up the paper," or to promote a personal or party interest, and who regard the newspaper as their beneficiary rather than as their benefactor? The editor may talk to such a one till doomsday about the excellence of his "medium;" neither the sober truth nor the glittering romance regarding "circulation" touches his understanding, for he has no intelligent comprehension of the logical process by which the advertisement is made the vehicle of profit. When the publisher extolls his circulation, this merchant may believe him, or he may not; in either case it goes no deeper than to suggest to him, "This editor is after some of my money."

The fault is the editor's. Let him each week devote a judicious portion of his own space to a practical and intelligent elucidation of the theory of advertising, on general principles and without special reference to his own business, proving the rule by the result in specific cases, and thus judiciously and unconsciously leading the reasoning faculties of the incredulous merchant in the right direction, the latter will shortly convince himself, by natural and conclusive mental process, that advertising *must* pay, and will henceforth need no solicitation to induce him to test it.

This is, however, only a portion of the printer's duty to his customer, and his obligation to his own interests, with regard to advertising. The business constituency should be impressed with the importance of the fact that money may be *wasted* in injudicious advertising, as well as in the abuse or misapplication of any other legitimate and beneficent influence. The merchant should be taught *how* to advertise judiciously, effectively and profitably. Convince him that you are honestly and earnestly anxious that he shall reap the largest measure of advantage from his advertising. Bear in mind that it is largely to your advantage that the merchant's announcement should prove remunerative, and that the latter be convinced that is so. No matter how limited your circulation, you can accomplish this. Constant care should be taken to induce the advertiser to prepare his copy for felicitous display, and to make frequent and timely changes for seasonable markets; and the advertisements should be attractively displayed and advantageously placed.

The pursuance of such a course, which we earnestly recommend to all our friends, is the very essence of successful management in a newspaper business. Try it; and remember that the good results inevitable from its practice are only to be made continuous and permanently satisfactory, by adopting yourself, and practicing with fidelity, the rule, which is one of the cardinal principles to be impressed upon the advertiser, of "keeping everlastingly at it."—*The Ink Fiend*.

#### NEWS AND NOTES.

Boys sent out to distribute circulars, one at a time, throw from six to twenty in every area, and are awarded praise for their expedition.—*Joe Howard*.

The New York *Press* warns people throughout the West that a man named A. G. Battersby, who represents himself to be an agent of the *Press*, is a fraud.

The Detroit *Journal* having successfully conducted one "flower show" is preparing for another and grander one. Local charitable institutions are to have the net proceeds, and the *Journal* guarantees them against loss. We can't find fault with this method of advertising, so long as it is for "sweet charity's sake."

Mr. D. W. Gilder, editor of the *Century*, asserts that "the average circulation per month for the last four years of the *Century Magazine* is 212,000 copies."

John F. Cramer, of Cramer, Aikens & Cramer, publishers of the *Milwaukee Evening Wisconsin* and proprietors of the Chicago Newspaper Union, is spending his vacation in Europe.

We are informed by Mr. F. K. Misch that the San Francisco *Call* is now in the thirty-third year of its existence, and that it has a large and continually increasing advertising patronage and a sworn circulation of 45,360 copies daily. Mr. Misch is Eastern agent of the *Call*.

"The oldest paper in the Western district of Oklahoma" is the *New World*, published at Kingfisher. The *New World* is strong in its home news, and the generous amount of local advertising that it carries speaks well for the prosperity of the town and the intelligence of its inhabitants.

The *Century* for July contains much matter of the usual interest. In it the circumstances attending Lincoln's renomination are set forth. "The Life of Lincoln" is drawing near to its conclusion, a circumstance not to be regretted, for the article has been strung out to a seemingly interminable and unnecessary length.

The private summer course of law lectures of the University of Virginia commenced July 11, we are informed by a circular. The course was started in 1874 with twenty students. A record of attendance during the succeeding years shows a gratifying increase, though considering the excellence of the instruction and the low rate of charge, it is surprising that the increase is not greater than it is.

Allison Brothers, soap manufacturers, of Middletown, Conn., have furnished us with a copy of an advertisement inserted by the founders of the present business in the *Connecticut Courant*, of January 17, 1810. The advertisement offers "Candles and Soap of different kinds of the first quality, in exchange for Tallow, Ashes and Grease." It is safe to say that these commodities are exchanged nowadays only for "soap"—in a political sense.

**AN OFFICE TO LET IN THE**  
Rowell Building, No. 10 Spruce street,  
up two flights from street. Size, 8 by 12 1-2  
feet. Rent \$150 per year, including steam  
heat. Apply to GEO. F. ROWELL & CO.

**FOR SALE.**—Republican weekly  
newspapers in good Western towns.  
Clip this. W. J. MIZE & BRO.,  
149 La Salle St., Chicago, Ill.

**FOR SALE.**—Democratic weekly  
newspapers in county seats of Demo-  
cratic countries. Clip this. W. J. MIZE,  
149 La Salle St., Chicago, Ill.

**FOR SALE, ON THE MOST FAV-**  
orable terms, to a party meaning busi-  
ness, the plant of a well-equipped, firmly es-  
tablished COUNTRY WEEKLY and JOB  
OFFICE. Apply "P." care of  
P. O. Box 672, New York.

## PRINTERS' INK.

### A Journal for Advertisers.

Intended to remind and inform the business  
public of the advantages of newspaper adver-  
tising; to expound the principles of the art of  
advertising; to instruct the uninitiated in the  
remunerative employment of **PRINTERS' INK**;  
and to offer practical suggestions to newspaper  
advertisers as a class. Each number, discusses  
topics of interest to advertisers in an intelligent,  
impartial and instructive manner.

Subscription price ONE DOLLAR a year: in  
advance.

GEO. P. ROWELL & CO., Publishers,  
10 Spruce St., New York City.

**SEND THE CASH AND SAY**  
what is wanted.—A small expenditure in  
advertising in a judicious selection of news-  
papers is often contemplated by persons who  
have not a clear idea as to what publica-  
tions should be taken or the cost; they conse-  
quently find a difficulty in carrying out the  
plan without having the cost exceed the  
amount contemplated. Such persons do well  
to send the copy of the advertisement and a  
check for the amount of money to be used, to  
Geo. P. Rowell & Co.'s Newspaper Advertis-  
ing Bureau, 10 Spruce St., New York, and  
leave the selection of papers and the number  
of insertions in each to be determined by their  
experience and judgment. In that way the  
advertiser gets the best service possible for the  
money he expends, and the work is promptly  
done—no time being lost in correspondence.

### BIND YOUR COPIES

OF

## PRINTERS' INK.



A Handy Binder for **PRINTERS' INK** may be  
obtained for five two-cent stamps. It holds  
the numbers for an entire year in a compact  
and convenient form.

Copies are easily inserted or removed.

Address the Publishers,

GEO. P. ROWELL & CO.,  
10 Spruce Street, N. Y.

### THE SAN FRANCISCO

## Evening Bulletin,

ESTABLISHED 1853.

CIRCULATION, - 17,000.

Is the leading *Evening Journal* in circulation  
and influence west of the Rocky Mountains.

**It is Valuable to Advertisers**  
for the following reasons:

It has a long-sustained circulation among a  
prosperous class of readers, who have learned  
to appreciate its special value.

Every page contains fresh telegraphic or  
local news, affording every advertisement in  
its columns a good position.

## The Weekly Bulletin

CIRCULATION, - 20,000.

Is the largest and best weekly newspaper pub-  
lished in the West, and is in every respect a  
first-class Family paper. For rates and sam-  
ple copy address

## The Bulletin, SAN FRANCISCO.

Or F. K. MISCH, Eastern Manager,

New York Office, - - - 90 Potter Building.

**AGENTS WANTED** to Canvass for  
Advertising Patronage. A small amount  
of work done with tact and intelligence may  
produce a considerable income. Agents earn  
several hundred dollars in commissions in a sin-  
gle season and incur no personal responsibility.  
Enquire at the nearest newspaper office and  
learn that ours is the best known and best  
equipped establishment for placing advertise-  
ments in newspapers and conveying to adver-  
tisers the information which they require in  
order to make their investments wisely and  
profitably. Men of good address, or women,  
if well informed and practical, may obtain  
authority to solicit advertising patronage for  
us. Apply by letter to GEO. P. ROWELL & CO.,  
Newspaper Advertising Bureau, 10 Spruce St.,  
New York, and full particulars will be sent by  
return mail.

**GEO. P. ROWELL & CO'S BEST LIST**  
of Local Newspapers. — Every paper  
named on this list is selected because either its  
daily or weekly edition is the best or most  
widely circulated or most influential, pub-  
lished at an important county seat, or in a  
place having more than 5,000 population.  
**The newspaper in each place that**  
**gives the advertiser the most for his**  
**money.** The List covers every State, Ter-  
ritory, District and Province of the United  
States and Canada, and represents **EVERY**  
**county seat having a population**  
**greater than 3,000, and EVERY**  
**PLACE having a population**  
**greater than 5,000, one paper in a**  
**place, Daily or Weekly, or Daily**  
**and Weekly,** where there is a paper having  
a circulation exceeding one thousand copies  
weekly, as rated in the American Newspaper  
Directory for 1888; and with the exception of  
such suburban towns as are better covered by  
the papers named in the neighboring city.  
Send 30 cents for pamphlet.

GEO. P. ROWELL & CO.,  
Newspaper Advertising Bureau,  
10 Spruce St., New York.

**PATENTS PROCURED** by Charles F. Benjamin, Corcoran Building, Washington, D. C., for \$65, including government fees and drawings. Every specification and amendment revised by himself before filing. Send description, with rough drawing or model, by mail. **Preliminary Advice Free.** Specific advice as to patentability or profitability, \$5 to \$10, often saving cost of application or useless patent. More money than ever in patents, but invention must be something wanted, and specification, claims and drawings thoroughly prepared.



FOR a check for \$50 we will insert a ten-line advertisement once in all of the five Weekly Story Papers here named:

FAMILY STORY PAPER.  
FIRESIDE COMPANION.  
NEW YORK WEEKLY.  
SATURDAY NIGHT.  
TEXAS SIFTINGS.

A weekly sale of over seven hundred thousand copies is claimed for these publications. Ten lines will accommodate about 75 words. 700,000 copies for \$50. Send check and copy of advertisement to be used to GEO. P. ROWELL & CO., 10 Spruce St., New York.

FOR a check for \$45 we will insert ten lines once in all the five Agricultural Publications here named:

FARM AND FIRESIDE.  
AMERICAN RURAL HOME.  
FARM AND HOME.  
FARM JOURNAL.  
HOME AND FARM.

A regular issue of more than eight hundred thousand copies is claimed for these Farm Newspapers. Ten lines will accommodate about 75 words. 800,000 copies for \$45. Send check and copy of advertisement to be used to GEO. P. ROWELL & CO., 10 Spruce St., New York.

FOR a check for \$60 we will insert a ten-line advertisement once in all the five Literary Publications here named:

CENTURY MAGAZINE.  
SCRIBNER'S MAGAZINE.  
HARPER'S MAGAZINE.  
HARPER'S WEEKLY.  
HARPER'S BAZAR.

It is believed that more than six hundred thousand copies are sold of every issue of the above-named periodicals. Ten lines will accommodate about 75 words. 600,000 copies for \$60. Send check and copy of advertisement to be used to GEO. P. ROWELL & CO., 10 Spruce St., New York.

FOR a check for \$30 we will insert a ten-line advertisement one week, in all the five Home and Family Weeklies here named:

NEW YORK TRIBUNE.  
CHICAGO INTER-OCEAN.  
TOLEDO BLADE.  
MONTREAL FAMILY HERALD AND STAR.  
WASHINGTON NATIONAL TRIBUNE.

They are the People's Newspapers. No one of them is believed to issue so small a number as seventy-five thousand copies weekly, and two of them issue considerably more than one hundred thousand. Ten lines will accommodate about 75 words. 300,000 copies for \$30. Send check and copy of advertisement to be used to GEO. P. ROWELL & CO., 10 Spruce St., New York.

FOR a check for \$45 we will insert ten lines in ONE THOUSAND AMERICAN NEWSPAPERS of our own selection, and send it out the very day it comes to hand. The advertisement will appear in the next issue printed and published of a full thousand distinctly separate Newspaper; files of all of which may be examined by the Advertiser if he so desires. Ten lines will accommodate about 75 words. 1,000 weekly Newspapers for \$45. Send check and copy of advertisement to be used to GEO. P. ROWELL & CO., 10 Spruce St., New York.

FOR a check for \$25 we will insert ten lines one week in all the five Religious Newspapers her named:

SUNDAY-SCHOOL TIMES.  
WEEKLY WITNESS.  
N. Y. CHRISTIAN ADVOCATE.  
NEW YORK OBSERVER.  
NEW YORK INDEPENDENT.

A regular issue of more than a quarter of a million of copies is claimed for these Religious Weeklies. Ten lines will accommodate about 75 words. 250,000 copies for \$25. Send check and copy of advertisement to be used to GEO. P. ROWELL & CO., 10 Spruce St., New York.

FOR a check for \$50 we will insert a ten-line advertisement once in all the five Children's Periodicals here named:

YOUTH'S COMPANION.  
ST. NICHOLAS.  
GOLDEN DAYS.  
HARPER'S YOUNG PEOPLE.  
ARGOSY.

It is believed that each issue of the five above-named Periodicals finds admission into more than six hundred thousand different families in which there are children. Ten lines will accommodate about 75 words. 600,000 copies for \$50. Send check and copy of advertisement to be used to GEO. P. ROWELL & CO., 10 Spruce St., New York.

FOR A CHECK FOR \$20 WE WILL print a ten-line advertisement in One Million issues of leading American Newspapers and complete the work within ten days. This is at the rate of only one-fifth of a cent a line, for 1,000 Circulation! The advertisement will appear in but a single issue of any paper, and consequently will be placed before One Million different newspaper purchasers; or FIVE MILLION READERS, if it is true, as is sometimes stated, that every newspaper is looked at by five persons on an average. Ten lines will accommodate about 75 words. Address with copy of advertisement and check, or send 30 cents for Book of 240 pages.

GEO. P. ROWELL & CO.,

10 Spruce St., New York.

**A LOW RATE AND EASY TERMS OF PAYMENT!**—We will insert an advertisement occupying a full inch of space, 14 agate lines, one week, in six thousand, ACTUALLY SIX THOUSAND Country Weeklies, for **\$500**. From responsible parties a three months' note, with the order, will be accepted in payment. (Only one electrotype required.) Try the experiment. Address **GEO. P. ROWELL & CO'S Newspaper Advertising Bureau, 10 Spruce St., New York.**

## New England Newspapers.

For a check for **\$135** we will insert a one-inch advertisement one month in our New England Select Local List, consisting of 26 Dailies and 123 Weeklies. Orders are sent to one-half the papers on the 1st of every month and the remainder on the 15th. Catalogue of papers sent on application. Proof of advertisement submitted before sending out, if desired. **GEO. P. ROWELL & CO., Newspaper Advertising Bureau, 10 Spruce Street, New York.**

## Middle States Newspapers.

For a check for **\$180** we will insert a one-inch advertisement one month in our Middle States Select Local List, consisting of 65 Dailies and 173 Weeklies. Orders are sent to one-half the papers the 1st Week and the remainder the 3d Week in each month. Catalogue of papers sent on application. Proof of advertisement submitted before sending out, if desired. **GEO. P. ROWELL & CO., Newspaper Advertising Bureau, 10 Spruce St., New York.**

## Southern Newspapers.

For a check for **\$135** we will insert a one-inch advertisement one month in our Southern Select Local List, consisting of 40 Dailies and 87 Weeklies. Orders are sent to one-half the papers on the 13th of every month and the remainder on the 27th. Catalogue of papers sent on application. Proof of advertisement submitted before sending out, if desired. **GEO. P. ROWELL & CO., Newspaper Advertising Bureau, 10 Spruce St., N. Y.**

## Western Newspapers.

For a check for **\$275** we will insert a one-inch advertisement one month in our Western Select Local List, consisting of 119 Dailies and 241 Weeklies. Orders are sent to one-half the papers the 1st Week and the remainder the 3d Week in each month. Catalogue of papers sent on application. Proof of advertisement submitted before sending out, if desired. **GEO. P. ROWELL & CO., Newspaper Advertising Bureau, 10 Spruce St., New York.**

## Canada Newspapers.

For a check for **\$50** we will insert a one-inch advertisement one month in our Canadian Select Local List, consisting of 15 Dailies and 47 Weeklies. Orders are sent to one-half the papers the 11th of every month and the remainder on the 25th. Catalogue of papers sent on application. Proof of advertisement submitted before sending out, if desired. **GEO. P. ROWELL & CO., Newspaper Advertising Bureau, 10 Spruce St., New York.**

NOW READY, ISSUED APRIL 1ST.

## American Newspaper Directory

—FOR—

**1889.**

TWENTY-FIRST ANNUAL VOLUME.

**Fifteen Hundred and Thirty-Six Pages.**

**PRICE, FIVE DOLLARS.**

This work is the source of information on Statistics of Newspapers in the United States and Canada.

Advertisers, Advertising Agents, Editors, Politicians and the Departments of the Government rely upon its statements as the recognized authority.

It gives a brief description of each place in which newspapers are published, stating name of county, population of place, etc., etc.

It gives the names of all Newspapers and other Periodicals.

It gives the Politics, Religion, Class or Characteristics.

It gives the Days of Issue.

It gives the Editor's name.

It gives the Publisher's name.

It gives the Size of the Paper.

It gives the Subscription price.

It gives the Date of Establishment.

It gives the Circulation.

It gives the names of all papers in each County, and also shows the geographical section of the State the County is located in.

It also contains many valuable tables and classifications.

Sent to any address on receipt of price, by **GEO. P. ROWELL & CO., Publishers,**

(Newspaper Advertising Bureau).

10 Spruce St., New York.

A FREE copy of the AMERICAN NEWSPAPER DIRECTORY will be sent, Carriage Paid, to any person who is a patron of **GEO. P. ROWELL & Co's Advertising Bureau**, to the amount of Fifty Dollars.

DONT.



**FOR THOSE ADVERTISERS WHO** have a credit so well established as to make them safe customers, we secure the most important advantages. We can devote our energies to securing for them what is wanted and what ought to be had; without constantly contemplating a possible loss liable to sweep away, not only all commissions earned, but in addition, leave us responsible for heavy obligations to publishers. We seek the patronage of responsible advertisers who will pay when the work is done! and of experienced advertisers who will know when they are faithfully and intelligently served! Address, **GEO. P. ROWELL & CO., Newspaper Advertising Bureau, 10 Spruce St., New York.**

**\$500** IF YOU THINK OF expending fifty or one hundred dollars in advertising, send us a copy of your advertisement, and we will indicate for you, free of charge, what will be the best possible advertising investment for you to make.

It would be STILL BETTER to send a check along with the advertisement, and leave the selection of media and style of display to our judgment.

The Advertiser who sends his advertisement and the cash will often get from five to fifty per cent. more service for his money than he would had he required to be told in advance exactly what service would be given him. It is often possible to give TO-DAY a better service than could have been promised yesterday.

**\$5,000.** One of the most successful advertisers we ever had always ordered his advertisements in this way, "Get the best service you can for me for \$5,000." He left every detail to us. We were thus enabled to say to a publisher, if you put this in at a large reduction from your rate it will be no criterion for further transactions. It was a surprise to find ourselves so often able to contract for the insertion of that particular advertisement at half rates, in papers which would not permit us to OFFER their columns at a penny's deviation from their printed schedule. The advertising rates of one New York paper are double those of another which has twice the circulation of the first. Similar discrepancies are not uncommon. The advertisement intrusted to us to be placed in accordance with our judgment often does double service for half the money. A dollar for twenty-five cents. There is no more expensive luxury for an advertiser to indulge in than to tie his agents' hands by getting him to tell in advance exactly what he will do.

Send 30 Cents for large Pamphlet.

ADDRESS

**GEO. P. ROWELL & CO'S**  
**Newspaper Advertising Bureau,**  
 10 Spruce St.,  
**NEW YORK.**

**ADVERTISING CUSTOMERS**  
 of Geo. P. Rowell & Co's Newspaper Advertising Bureau to the amount of Fifty Dollars, are entitled to receive a complimentary copy of the American Newspaper Directory.

**WE HAVE JUST ISSUED A NEW** edition of our Book called "Newspaper Advertising." It has 240 pages, and among its contents may be named the following Lists and Catalogues of Newspapers:—

**DAILY NEWSPAPERS IN NEW YORK CITY,** with their Advertising Rates.

**DAILY NEWSPAPERS IN CITIES** having more than 150,000 population, omitting all but the best.

**DAILY NEWSPAPERS IN CITIES** having more than 20,000 population, omitting all but the best.

**A SMALL LIST OF NEWSPAPERS** in which to advertise every section of the country: being a choice selection made up with great care, guided by long experience.

**ONE NEWSPAPER IN A STATE.** The best one for an advertiser to use if he will use but one.

**BARGAINS IN ADVERTISING** in Daily Newspapers in many principal cities and towns, a List which offers peculiar inducements to some advertisers.

**LARGEST CIRCULATIONS.** A complete list of all American papers issuing regularly more than 25,000 copies.

**THE BEST LIST OF LOCAL NEWSPAPERS,** covering every town of over 5,000 population and every important county seat.

**SELECT LIST OF LOCAL NEWSPAPERS,** in which advertisements are inserted at half price.

**6,295 VILLAGE NEWSPAPERS,** in which advertisements are inserted for \$46.15 a line and appear in the whole lot—one-half of all the American Weeklies.



Book sent to any address for **Thirty Cents.**

Address **GEO. P. ROWELL & CO., New York.**

**LOWEST**  
**PRICES!**

**WE** try to conduct the business of our Newspaper Advertising Bureau in such a manner that every publisher shall be glad to receive our orders for advertising, at the lowest price which he is willing to accept from any one; and at the same time be willing to allow our patrons every concession which can under any circumstances be permitted in the matter of choice position or editorial mention.

**GEO. P. ROWELL & CO.,**  
 10 Spruce St., New York.

THE  
**Three Telegrams**  
 OF  
**Known Circulation.**

---

The combined weekly issue being

**Over 242,000!**

Covers all the interior Cities and Towns of the

**STATE OF NEW YORK**

And a very large portion of

**THE STATE OF PENNSYLVANIA.**

---

**Elmira Telegram, - - - 165,892**

**Harrisburg Telegram, - 42,000**

**Albany Telegram, - - - 35,000**

---

Read by

**OVER ONE MILLION PEOPLE**

---

Every Week.

---

**A. FRANK RICHARDSON,**

SPECIAL REPRESENTATIVE,

567 The Rookery, Chicago. 14 & 15 Tribune Bld'g, N. Y.



*"When an intelligent man wants to purchase, he buys from parties whose standing in their several callings is a guarantee for the quality of their wares. When the same man wishes to advertise, he goes to those who have made the business a study, and possess the requisite facilities for its transaction. He wants the best service which it is possible to procure, and goes to the place where it is most reasonable to expect that such service may be obtained."*

**I**N 1865 we organized a Bureau for the reception and forwarding of advertisements for all Newspapers, and for more than twenty years have conducted a business in placing contracts for Newspaper Advertising.

We have a more thoroughly perfected system, and better facilities for conducting the necessary negotiations with newspaper publishers, and watching the fulfillment of advertising contracts than has elsewhere been attempted.

## **GEO. P. ROWELL & CO.**

NEWSPAPER ADVERTISING BUREAU,  
10 Spruce St., New York.

## **The \$3 List.**

BARGAINS IN ADVERTISING

IN

## **Daily Newspapers,**

IN MANY

**Principal Cities and Towns.**

Advertisers may select any 50 or more Dailies from the list, at a cost of \$3 per inch, a month, per paper; and the advertisement will be also inserted gratis in the Weeklies of the Dailies, as named in the catalogue.

A one-inch advertisement inserted one month in the *entire list* (including 262 Dailies and 245 Weeklies), costs \$600. For three months, \$1,800, less 10 per cent., or \$1,620 net.

The combined monthly issue of the Dailies is over ten million copies, and of the Weeklies over two million.

Advertisements are forwarded the day the order is received, and *prompt insertion is guaranteed.*

For any selection of less than 50 of the papers approximately low figures will be given on application.

## **THE LIST**

WILL

**BE SENT FREE**

UPON APPLICATION TO

GEO. P. ROWELL & CO.,  
NEWSPAPER ADVERTISING BUREAU,  
10 Spruce St., New York.

**Gross Price - \$49.74**

**Deduct 50 per cent. 24.87**

**Net Price - \$24.87**

**Deduct 25 per Cent. 6.22**

**Cash Price - \$18.65**

**Send Check with Order.**

We have a list of first-rate papers in the State of Maine which demand \$25.34 for inserting a one-inch advertisement, one month in all editions, daily and weekly, as catalogued; but by special contract we have been able to insert the same advertisement in the same papers for the same time for \$12.67, being one-half of the publisher's price.

We have an entirely distinct list of papers in the same State for which the publisher's price for inserting a one-inch advertisement one month is \$24.40, but for which we charge \$12.20.

For any person who will send an order for both combinations, accompanied by a check, we will make a further discount of 25 per cent., making the net price \$18.65, for advertising which at the publisher's schedule rate would cost \$49.74.

**We have similar combinations for every State in the Union and in Canada, for which we will receive advertisements on the same terms.**

We know from long experience, and the expenditure of thousands of dollars for advertising our own business, that these State Combinations bring more responses, attract more attention, and pay better than any other advertising we can do, outside of a very small List of great newspapers, and these are not available for the uses of an advertiser whose wish is to confine his announcements within State lines.

A copy of the list will be sent free to any applicant. Ask for the "Select List of Local Newspapers."

Address **GEO. P. ROWELL & CO.,**  
Newspaper Advertising Bureau,  
10 Spruce St., New York.

1889. SUMMER. 1889.

# Allen's Lists.

The shrewdest general advertisers of America have learned that

## ALLEN'S LISTS

may be patronized all Summer, with handsome results.

### ALLEN'S LISTS

Carry twice to three times the amount of advertising, at all seasons, that is to be found in other monthlies.

#### WHY?

**ALLEN'S LISTS** pay their patrons better than any other mediums. They pay in season and out of season—in the Summer as well as in the Winter.

#### SHREWD ADVERTISERS

Patronize Allen's Lists all Summer. If you wish to run a paying business all Summer, you

### WILL PATRONIZE ALLEN'S LISTS

ALL SUMMER.

**Guaranteed Circulation of ALLEN'S LISTS over 800,000 Each Month.**

Should the circulation of Allen's Lists run below the figures mentioned above, in any month, I will make a discount to each advertiser in exact proportion.

**Amdavit of Circulation of all issues mailed to each Advertiser monthly**

**TERMS—Allen's Special List, \$2 per Agate line each insertion.**

**Allen's Giant List, \$2 per Agate line each insertion.**

**Both Lists, \$3.60 per Agate line each insertion.**

**DISCOUNTS—**10 per cent. for 6 months; 20 per cent. for one year.

*Forms close the 15th of each Month, prior to date of the periodicals.*

**ALLEN'S LISTS** are represented by all reputable Advertising Agencies.

**E. C. ALLEN,** Proprietor **Allen's Lists.**  
**Augusta, Maine.**

## Miscellanies.

Funnyman—How do you like my jokes?

Friend—First rate; I like to renew my acquaintance with old friends.—*Yankee Blade*.

A Cincinnati widow advertised for "every Christian in the city" to send her ten cents. She realized twenty cents, indicating an unexpectedly large number of Christians in that city.—*Press and Printer*.

To-day was our birthday, and we celebrated the occasion by "setting up" two columns of type, cutting half a cord of wood, rocking the baby two hours and cleaning our shotgun.—*Elgin (Tex.) Times*.

Sunday-school Teacher—Who were Ananias and Sapphira?

Little Scholar—Deey was editors.

Teacher—Editors?

Little Scholar—Yes'm; dey was struck dead for bein' liars!—*Life*.

The following novel advertisement appears in the Salem (la.) *Special*: "If John Jones, who, twenty years ago, deserted his wife and babe, will return, said babe will lick the stuffin' out of him."—*Akron (Col.) Weekly Tribune*.

Citizen (to country editor)—That was a very handsome notice you gave me in this week's paper, Shears, and I called in to—

Country Editor—Er—to subscribe for a year? N—no, to see if you had an old copy lying about anywhere.—*Texas Siftings*.

Seedy Stranger—I have here a couple of articles which I think would interest your readers.

Editor—Well, sir, what are their subjects?

Seedy Stranger—They are editorials. One is on "The Business Situation," and the other "Advice to Young Men as to Getting On in Life."

Editor—If you will leave them we will look them over.

Seedy Stranger—Thank you; but if you would only advance me five cents it would be a great favor. I should like to buy a neat but not gaudy sandwich.—*America*.

Murderers have discovered some astonishingly vulnerable parts of the anatomy of late. From a paper recently we learn that a Georgia colonel was "shot in the ticket office." The other day a man was fatally shot "through his door," and not long ago another received a fatal wound "in his window."—*N. Y. Commercial Advertiser*.

He was shot in the suburbs.—*Chicago Daily News*.

He kissed her passionately upon her reappearance.—*Jefferson Souvenir*.

She whipped him upon his return.—*Hawkeyes*.

Mr. Jones walked in upon her invitation.—*Electric Light*.

She seated herself upon his entering.—*Albia Democrat*.

We thought she sat down on her being asked.—*Saturday Gossip*.

She fainted upon his departure.—*Lynn Union*.

Teacher—"What is the most useful metal?"—Tommy (whose pa is an editor): "Printer's zinc."—*Orange Judd Farmer*.

A boy recently hung himself because somebody found fault with him. That boy was not born to be a country editor.—*Press and Printer*.

"Be your own doctor," advises a patent medicine advertiser. It is petty good advice, too. The man who is his own doctor can visit himself half a dozen times a week, charge \$1 a visit, collect \$25 at the end of the month and be just that much in pocket. We don't suppose he ever looked at it in that light.—*Norristown Herald*.

The practice of commemorating the anniversaries of deaths by an advertisement in the newspapers is growing very fashionable in England. A notice appeared in a Liverpool paper the other day reminding the world of the death of a four-months-old child who became an angel thirty-eight years ago. This seems like carrying things to extremes.—*Ex*.

"Mr. Jenkins," said the editor-in-chief, "Have you got anything in particular to write about?"

"No, sir; nothing whatever."

"Very well; mark it editorial as soon as you get through with it, and have it double leaded."—*Merchant Traveler*.

Friend of the Press—I don't read anything more in your paper about the danger of railroad monopolies.

Country Editor—Well, you just buy the next number. My application for a pass has come back rejected.—*Texas Siftings*.

Was it a mean editor that headed the account of a death from delirium tremens "Spirited Away?"—*Ex*.

Sporting Editor—There are no baseball games to-day. Shall we print our regular baseball edition?

"Certainly. Print the page."

Editor—There are no games to-day.

"Well, print a list of the postponed games; we must keep ahead of our contemporaries."—*Time*.

Literary Critic (laying down a new book)—I wish every maid, wife and mother in the country could read that book.

Able Editor—Well, run in a line to the effect that that book is one which no woman should be allowed to see.—*New York Weekly*.

Subscriber (to editor)—Has your paper a large circulation, Mr. Shears?

Editor—Enormous!

Subscriber—Why don't you swear to the circulation?

Editor—Because it's all I can do to fold and mail it.—*Life*.

Little Willie—Papa, what does this mean when a newspaper says "sic" between two little curved marks?

Intelligent Parent—It means that the statement immediately preceding makes the editor sick.—*America*.

The advertiser is like a brave general. He considers his place to be at the head of the column.—*Faustaff*.

